NCAA

2024
NATIONAL COLLEGIATE
BOWLING CHAMPIONSHIP

ALLEN PARK, MI

University of Detroit Mercy
and Detroit Sports Commission, Hosts

HOST OPERATIONS
2023-24 MANUAL

National Collegiate Bowling

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INTRODUCTION

This manual outlines the responsibilities of an institution/conference hosting this round of an NCAA championship. It is essential that each host institution/conference staff become familiar with the information and policies included in this manual.

The NCAA considers this hosting opportunity a partnership between the host institution/conference, competition site, committee and the NCAA. The primary objective of each individual involved in the administration of the championship shall be to provide a memorable championship experience for each participating student-athlete, coach, institutional staff member and championship attendee.

DEFINITIONS

Championship: Postseason competition conducted by the NCAA in a particular sport, in which eligible student-athletes and teams of active member institutions compete to determine the division champion (or National Collegiate champion in sports that do not have a separate division championship) in that sport.

Governing Sports Committee: The NCAA membership committee responsible for developing policies and procedures governing the administration and conduct of the championship under its jurisdiction, subject to the approval of the applicable division's governance structure and the requirements, standards and conditions prescribed by NCAA Bylaw 31.

Host Institution/Conference: An active NCAA member institution and/or conference selected to serve as host for a championship. The host shall administer the finances of an NCAA championship in accordance with the institutional/conference championship budget, as submitted during the selection process and approved by the governing sports committee.

Local Organizing Committee: A local organization formed in the city where a member institution/conference proposes to host an NCAA championship, to provide to the NCAA services and assistance in connection with the various activities related to the championship. The host institution/conference must be a part of the leadership of the local organizing committee.

NCAA Championships Manager: The staff member(s) representing the NCAA championships and alliances staff assigned to serve as administrator(s) for a championship.

ROLE OF NCAA

The NCAA championships and alliances staff, working in conjunction with the NCAA sport committees and other NCAA partners, will lead the planning efforts, management and execution of all NCAA championships and events. The NCAA will oversee all aspects of the championship and its related activities, including facility operations and space allocations, hotel accommodations, media and team operations, hospitality functions and social events, in venue entertainment, fan and sponsor events, broadcast programming, youth events, as well as many other aspects.

The NCAA will work closely with the host institution/conference, competition venue and local organizing committee to ensure that the championship provides a positive and rewarding experience for student-athletes and fans.

ROLE OF GOVERNING SPORT COMMITTEE

The NCAA's core purpose, values and envisioned future provide the framework for all actions in the committee's administration of the championship and its stewardship of the game. Within the framework and spirit of its charge, the governing sport committee will balance the principle of student-athlete well-being with its efforts to maximize exposure for intercollegiate athletics and revenues from the championship through policies and activities that are subject to the final authority of the NCAA Division I Board of Directors.

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Section 1 • Alcoholic Beverages and Tobacco Products

ALCOHOLIC BEVERAGES

Alcoholic beverages (beer, wine, malt beverages or other alcoholic beverages with similar alcohol by volume content – i.e., ciders, seltzers) may be sold and dispensed at NCAA Division I and National Collegiate championship and ancillary events, provided that the host, venue, and/or concessionaire:

- Comply with, and certifies in writing the compliance with, the NCAA Championship and Ancillary Event Alcohol Sales Policy, as amended by the NCAA from time to time, which addresses such matters as:
    - Permissible types of alcoholic beverages;
    - Eligibility for the sale and distribution of alcoholic beverages;
    - Indemnity, warranty, and insurance obligations; and
    - Verification

  Agree to (i) keep and maintain, or cause its designated vendor or concessionaire to keep and maintain, complete and accurate records of all (a) alcohol-related incidents (e.g., expulsions, arrests) and (b) sales transactions related to the sale of concessions at the NCAA Championship and related ancillary events, including gross revenue, cost of goods, allocable overhead, and applicable taxes; (ii) no later than sixty (60) days after the conclusion of the event, provide the NCAA with a report setting forth in reasonable detail such information, together with the corresponding dates of transaction, including (a) alcohol-related revenue generated on each day of the event, (b) the direct cost of selling alcohol at the event (including the cost of goods), and (c) the indirect cost of selling alcohol at the event (including overhead and increased security needs at the event venue site); and (iii) permit the books, records, and accounts of host, venue, and vendor/concessionaire pertaining to the sale of concessions at the event to be inspected, audited, and copied by NCAA or its agents at any time during normal business hours upon giving reasonable notice to host, venue, and vendor/concessionaire.

- Agree to pay the NCAA an amount of twenty percent (20%) of the gross revenue generated from the sale of alcohol during the event (and any approved ancillary events), less the pro rata applicable sales tax and credit card fees (without deduction of any operating, costs of goods, indirect, or other expenses, such as overhead, marketing, fulfillment, general & administrative, interest, or other expenses), with such agreement to be reflected in a written agreement between the NCAA and the applicable parties (host, venue, and/or concessionaire) executed prior to, or simultaneously with, the NCAA's official selection of the host for the applicable championship.

- Following the championship conclusion, provide the NCAA with certain information regarding the concessions activity—including gross sales, direct costs, and applicable taxes—for food, non-alcoholic beverages, and alcoholic beverages sold during the event.

- Execute, as part of the bid submission, the applicable policy and agreement documents maintained in the NCAA Championships Bid Portal.

<u>General</u>

The NCAA shall determine in its sole discretion whether alcohol will be sold or distributed at the ancillary events.

The venue, LOC/host and/or caterer shall be responsible for any permits unless otherwise directed by the NCAA.

Promotional items (e.g., cups, shakers, flags, signs) with commercial slogans or identification or other unauthorized markings are not permitted inside the practice, competition and/or ancillary event venue(s), inside surrounding areas/facilities that are to be used, or outside on practice, competition and/or ancillary event venue property unless expressly approved in advance by the NCAA. Items such as newspapers, handbills, flyers, memorabilia, T-shirts, caps, etc. (except products sold or authorized by the NCAA or its vendors) may not be distributed on these premises. Demographic or other studies may not be conducted unless approved in advance by the NCAA.

An economic impact study can be executed at an NCAA championship to examine the effect of the championship(s) on the local economy. In some cases, the NCAA will conduct an on-site study and will provide the data to the host once the study is completed. In other cases, the NCAA will support the hosts' efforts to execute a study. This can be done using the hosts' own approach/tools or the NCAA's Economic Impact Study "In-a-Box" tool."

TOBACCO PRODUCTS

Tobacco products shall not be advertised, sold or dispensed at any championship event sponsored by or administered by the NCAA. Smoking is not permitted anywhere in the venue.

Section 2 • Americans with Disabilities Act

The Americans with Disabilities Act, Title III prohibits private places of public accommodation (e.g., sports arenas) from discriminating against individuals with disabilities. The host institution/conference is required to confirm that each facility in which an NCAA championship or ancillary event occurs is in compliance with the ADA. The host institution/conference is responsible for determining if the competition site will be in compliance as of the dates of the championship. If the host institution/conference becomes aware that a competition site hosting an NCAA championship event will not be in compliance, it shall immediately notify the NCAA national office staff member with responsibility for the event in order to discuss the issue.

If the host institution/conference receives a request for an accommodation, which may require input from the NCAA, the host institution/conference shall immediately notify the NCAA national office staff member with responsibility for the event in order to address the request.

Section 3 • Awards

CHAMPIONSHIP AWARDS PRESENTATION ENHANCEMENT TEMPLATE

To celebrate and enhance the student-athlete experience at the championship site, the NCAA will work with the LOC to implement a unique and fun way to recognize the champion(s) at the end of competition during the awards. These enhancements should help increase the excitement of the awards presentation and the level of championship branding exposure in photos for student-athlete's memories when looking back on their experience.

This should not add any additional time or delay to TV taking the winning celebration.

When considering what enhancements could work at your championship site, please consider your site and playing surface, whether your championship is indoor or outdoor and weather elements could be a factor, how many teams or individual-student athletes you may have participating in the awards presentation and your budget.

In most cases, enhanced staging and unique signage opportunities are great options for both indoor and outdoor sports. These items can be freestanding or attached to another item easily. Other ideas to consider would be logo cut outs, confetti, streamers, pyrotechnics/fireworks, a short video recap of championship performance(s), champion(s) or coach interview, utilizing pep bands or using an emcee or notable sport representative (i.e., Olympic Medalist) for the presentation.

These items can be covered through the operations budget, as well as the LOC budget. The NCAA has preapproved artwork with pricing available. If you need assistance with ideas or ordering the preapproved items, please contact Nathan Arkins at 317-966-6790 or **narkins@ncaa.org**. Otherwise, please work directly with your primary signage contact at the NCAA on overall ideas, approvals, production and implementation with the operations staff.

CHAMPIONSHIP AWARDS

MTM, Inc., the NCAA national office awards supplier, will send official NCAA awards to the tournament manager approximately two weeks prior to the championship. When the awards arrive the tournament manager should inventory all awards to be sure they are undamaged, are correctly inscribed and are in the appropriate quantities. The awards boxes should then be re-taped, closed and secured in a limited-access area.

No additional awards, unless otherwise approved by the championships manager, should be presented to the student-athletes and coaches of the participating teams.

All Tournament Team Awards

The women's bowling committee will select and award a five-member all-tournament team, including a Most Outstanding Player. Statistics from all competition at the championship site will be used to determine these awards and announced prior to the trophy presentation.

ELITE 90 AWARD PRESENTATION

The NCAA Elite 90 award was created to recognize the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in their sport, while also achieving the highest academic standard among their peers. The Elite 90 award is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's championships. Award winners must meet certain criteria including being a sophomore or above, participating in their sport for at least two years at their school, being an active member of their team, and being a designated member of the squad size at their championship. The member institution is responsible for submitting its student-athlete who has the highest GPA and meets all other requirements. The NCAA championships and alliances staff and the NCAA academic and membership affairs staff will determine the winner of this award for each championship and provide the name of the recipient to the NCAA championships manager as well as the local host shortly before the championship begins. The winner's name should not be released to the public until after they are publicly recognized. If appropriate, the championships manager can share the information with the coach of the winning student-athlete to make sure of that person's attendance. However, they should not inform the student-athlete. Mark Bedics or a member of the NCAA media coordination staff will typically send a template of a release and the logo to the sports information director of the winner's institution the morning of the announcement to allow them time to prepare. In addition, the information will be given to the NCAA social media staff in order for them to prepare a graphic which will post shortly after the announcement.

Each championship should provide an appropriate forum to adequately recognize and celebrate this award winner among their peers and fans of the championship. In addition, information about this award winner may be included in local press releases about the championship and in public address and/or video board announcements during the championship.

Award presentation

When determining the most appropriate time to present the Elite 90 award, the NCAA and host staff should evaluate the time and venue that will create the greatest impact and amount of exposure for the award winner while also appropriately honoring and celebrating their accomplishments. The presentation should be semi-formal in nature and not be rushed or overshadowed by other presentations or events surrounding it. The award winner should be visible, the announcement clearly audible and the award presentation should receive the full attention and respect of all of those in attendance. The standard award script is listed below:

At this time, we would like to present the Elite 90 Award. This award was instituted to recognize the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in their sport, while also achieving the highest academic standard among their peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's 90 championships.

The recipient of the Elite 90 Award for National Collegiate Women's Bowling with a GPA of X.XXX in (major, is student-athlete and institution).

Presentation at the student-athlete banquet

This award has traditionally been presented at the student-athlete banquet for most NCAA championships. In many cases the student-athlete banquet provides the best forum for the award presentation and greatest exposure for the winner as it is the one time when all championship participants and administrators are gathered in one place with a controlled, semi-formal environment complete with a sound system and set program. Presenting at the student-athlete banquet also alleviates any potential conflicts with the winning student-athlete's participation in or preparation for an NCAA championship event. Guidelines for presentation of this award at the student-athlete banquet are:

- The award should be presented by either the banquet emcee, the NCAA committee chair or the NCAA championships manager.
- The award should be presented near the end of the program and be clearly recognizable as the premier award being given (see student-athlete banquet page for sample run of show).
- The award should be presented after attendees have had a chance to finish their meals.
- If video screens are available, the video slide or footage of the winning student-athlete provided by Van Wagner may be run as the individual is introduced.
- The coach of the winning student-athlete should be informed to help assure the winner's attendance.
- If a photographer is at the student-athlete banquet or championship, a photo of the recipient receiving the award should be taken. This may be used in-venue during competition days to showcase the academic achievement of the student-athlete or provided to the student-athlete as a memento. The host sports information director should arrange to provide the winner's SID with a copy of the photo.
- If the award winner is recognized primarily at the student-athlete banquet, public address and video board announcements should be made whenever possible and applicable at the actual championship for additional exposure to fans who do not have access to the banquet.

In-venue presentation

The NCAA and host staffs are encouraged to look for opportunities for the Elite 90 award winner to be presented their award in the championship venue during a time when most participants and fans are in attendance. While this may not be appropriate for championships that are spread out over multiple venues, large areas, or have multiple games in one day that disperses the crowd chronologically – it should be explored for championships in which the majority of fans are gathered during a predetermined time frame and can provide their undivided attention to the award presentation.

The presentation must also not conflict in any way with the student-athlete's participation or preparation for the championship. Examples could be:

- In a championship with two semifinals played on one day, the award winner could be recognized during the semifinal in which they are not participating.
- If the award winner is not participating or completes competition in the championship rounds of a sport but is still in attendance, they may be recognized during breaks between events, weight classes, heats or during a scheduled break in the game.
- The award winner could be recognized during a scheduled opening or closing ceremony in which all participating student-athletes are in attendance and fans are encouraged to attend.

Other in-venue recognition

If the Elite 90 award winner is not introduced live inside of the competition venue, public address and/or video board announcements recognizing the winner should be played during the championship to recognize this individual. Van Wagner will provide the following standard PA announcement sometimes accompanied by a video board slide. The championships manager (or Branding and Fan Experience representative at Equity and Growth championships) will need to provide Van Wagner the name of the winning individual and a headshot photo if a video board is used for the championship.

The Elite 90, an award founded by the NCAA, recognizes the true essence of the student-athlete by honoring the individual who has reached the pinnacle of competition at the national championship level in their sport, while also achieving the highest academic standard among their peers. The Elite 90 is presented to the student-athlete with the highest cumulative grade-point average participating at the finals site for each of the NCAA's championships.

The recipient of the Elite 90 Award for the (list year/championship here: *2023 NCAA Division II Baseball Championship*), with a cumulative grade-point average of (list GPA) in (list Major of Study), is (list winner and school*: Jane Doe of State University*).

Press release

On the day of/or prior to the winner of the Elite 90 award being publicly recognized, the NCAA media coordination staff will send out a template of a standard press release to the sports information director of the winner's institution and to the NCAA championships administrator. For selected championships, a press release will be written by a member of the communications or media coordination staff and be provided to national media by the NCAA public relations. If appropriate, this press release may also be provided to the host for distribution to local media.

Social Media

The NCAA X account (formerly known as Twitter) will promote the 90 winners after the on-site announcement has been made. Mark Bedics will work with the social media staff to make sure they have the appropriate information, including photo to make the graphic and the timing of when to post.

Host or NCAA championships manager should ensure a photo of the presentation is taken and emailed to **socialmedia@ncaa.org**.

For more information on the Elite 90 award winners, log on to **NCAA.com/elite-90**.

PARTICIPATION

Finals

Participation awards are permissible (one per participant) as long as they meet the conditions outlined in Bylaws 16.1.4.2 and 16.1.4.3 and **are provided by the NCAA selected student-athlete participation awards licensee.** The NCAA championships and alliances group will be responsible for selecting the participation awards that will be provided. The NCAA championship administrator will work with the participating institutions regarding delivery of mementos after championship competition. Participant awards will not be distributed at the site of the championship(s).

Section 4 • Band/Spirit Squads and Mascots

ADMISSION

Based on the size of the facility hosting the championship event, the national committee will give a predetermined number of band members free admission into the championship via a gate list provided by the competing institution's director of athletics. Uniformed cheerleaders and/or rally squad members and a costumed mascot (total not to exceed 13) also shall be admitted via a gate list. This list must be provided to the women's bowling committee at the coaches meeting.

ARTIFICIAL NOISEMAKERS

No air horns or artificial noisemakers are allowed, and electronic effects and bands may not play when matches are in progress. Bands, or any component thereof, are allowed to play between matches and before and after the competition.

DESIGNATED AREAS

A maximum of 12 cheerleaders and/or pompom squad members and a mascot are allowed on the floor at any one time when the match is not in progress. They shall otherwise remain in the area designated by the tournament director with the approval of the women's bowling committee. Band members are not permitted to leave their seating area. Flags carried by institutions' representatives are permitted on the floor between matches, but must not be used to taunt competitors or block spectators' views. The display of banners is subject to approval by the games committee.

ELECTRONIC AMPLIFICATION

Full bands are not permitted to use electronic amplification. Small (10 members or fewer) bands are permitted to use reasonable electronic amplification. The host institution/conference should be prepared to assist with accommodations.

NATIONAL ANTHEM

The national anthem shall be sung or played prior to competition Thursday, Friday and Saturday morning and prior to the championship finals Saturday.

SEATING

Bands should be seated in comparable areas of the facility. Place bands so as not to interfere with spectators, photographers or teams, subject to the approval of the women's bowling committee. Bands will be provided seating when their team is not competing.

Section 5 • Banquet

To celebrate and welcome all participating student-athletes and championship personnel, the host may provide a banquet (or other student-athlete recognition event) on the evening prior to the NCAA championship. The number of guests, financial assistance provided by the NCAA and total budget shall be determined after consultation with the NCAA staff. NCAA corporate champions, partners or official equipment suppliers may receive approval to sponsor the banquet, but no local sponsors are permitted. Officials should not be included in this or any social event including the participating coaches and student-athletes.

The NCAA may provide a video featuring the teams and student-athletes advancing to the final site depending on the amount of footage available and cost of obtaining. If practical, the NCAA staff will request the video from the NCAA Broadcasting group or Van Wagner Sports & Entertainment and inform the host.

The host will be responsible for coordinating all other details and logistics of the banquet including location, emcee, speakers, transportation, catering, A/V equipment, a printed program, etc. in consultation with the NCAA staff. The exact run of show and presentations included can be altered slightly to accommodate the number of student-athletes, teams and guests present as well as unique venue, sport or local elements. However, the run of show listed below and the 90-minute time frame should be used as a guiding template. Please note, that a 60-minute event is ideal and the event should not last longer than 90 minutes.

Words of reflection or invocation are not required but may be included at NCAA student-athlete banquets. The NCAA supports a flexible policy which allows each host to follow the traditions and protocols of their university. If included, any words of reflection or invocation should be respectful and inclusive of all.

Run of show

6:30 p.m. Greet teams and student-athletes, direct to tables or attractions (emcee or NCAA chair)

Soft A/V presentation (e.g. music, slideshow of participating teams and student-athletes, NCAA anthem video, DII or DIII branding video – optional)

6:45 p.m. Welcome/comments to student-athletes and guests from the event emcee and/or a city/host institution representative

6:50 p.m. Dinner buffet lines open or plated dinner served

7:20 p.m. Guest Speaker (optional)

7:40 p.m. Comments by Head Coaches or Q&A with selected student-athletes (optional)*

1. Team 1
2. Team 2
3. Team 3
4. Team 4

7:50 p.m. Comments by the NCAA committee chair and the presentation of Elite 90 Award

Championship Video (if available)

7:55 p.m. Closing Comments (emcee with talking points from NCAA or NCAA chair)

* Comments by head coaches may not be practical at some championships, especially those with a large number of teams or individual qualifiers

Best Practices

While the guidelines above provide a standard framework for the student-athlete banquet, the event should be tailored to suit the needs, size and unique aspects of the championship. The purpose of the event is primarily to congratulate, celebrate and welcome all of the participating student-athletes to the NCAA championship and the host community.

The most successful NCAA student-athlete banquets have often been enhanced by unique venues, décor, interactive features, program enhancements or keepsake items that showcase the uniqueness of the host city or region and their excitement to host the NCAA championship. The NCAA will rely on the creativity of the host for development of these items. The formality of the event, attendee attire, appropriate number and type of speakers, level of interaction between student-athletes, etc., varies from sport to sport. The NCAA point person can help advise the host on sport specific nuances.

The host will assume the lead production role for the student-athlete banquet, but should seek the advice and approval of the NCAA point person on such items as location, budget, timing, final run of show, speaker, menu, giveaway items (some may be provided free of charge by NCAA official equipment suppliers) and additional enhancements. Some past student-athlete banquet enhancements that have been well received are listed below. Please note, however, that the potential impact of all possible banquet enhancements on student-athletes should be weighed against appropriateness, available budget and other needs of the overall championship.

Sample Enhancements

- Unique venue – a skybox club overlooking the host university's football stadium; a historical or cultural center; an aquarium or museum where brief tours can be incorporated into the programming; an iconic restaurant, theater or arena in the area; a beach party setting; etc.
- Slideshow – before and/or after the formal presentation, a slideshow of participating team or student-athlete images is shown on video boards or mixed with NCAA branding messages (host would be responsible for collecting images from schools or preliminary round hosts).
- Speakers – relevance to the participating student-athletes is the most important factor. Former NCAA champions or graduating student-athletes who went on to professional or Olympic fame in the given sport are ideal, however other options available at no or little expense to the host should be explored as some speakers transcend their sport or profession. Examples of previous speakers include: Todd Martin – Tennis, Dot Richardson – Softball, President of the USGA – Golf, Bill Belichick – Lacrosse (Boston), ESPN personalities, comedians, motivational speakers, well-known football or basketball coaches at the host institution, etc.
- Photo opportunities – opportunities for teams or individuals to pose for a photo in front of a championship backdrop (possibly with the championship trophy) or in conjunction with unique or iconic elements of the area (e.g., with giant hanging shark in Florida, with longhorn steer in Texas, in winners circle at Churchill Downs, overlooking city skyline, football stadium).
- Favors unique to the sport or area – examples include: mini soccer balls, mini lacrosse sticks, baseball shaped cheese – Wisconsin, make-your-own beach flip flops – Florida; please check with your championship championships manager regarding budget, appropriateness and possibility of items provided by official equipment suppliers before pursuing.
- Special entrances for student-athletes – red carpet into venue, spotlights, limos, local youth teams wearing team colors or with pom poms/signs to greet the student-athletes.
- Band/DJ/Interactive Games – are generally only appropriate in more informal settings with numerous teams of both genders, relaxed time constraints, fun atmosphere, etc.
- Event 1/Championship merchandise – sales booth or display area with order forms on-site.
- Special Olympics Component – speaker, athletes, etc. (recommended for all DIII championships).

Coaches' association award guidelines

The primary purpose of NCAA student-athlete banquets is to honor, celebrate and welcome participating student-athletes in a concise and entertaining manner. Coaches' association awards and other presentations not directly related to the championship itself may be considered for inclusion if they are in the best interest of the attending student-athletes:

- The presentation should be relevant and provide a significant enhancement to the banquet programming for the student-athletes (awards or speakers which have limited relation to the championship or significance to the student-athletes will detract from their enjoyment and the attention they pay to other programming)

- The presentation should be brief (in most cases it should be limited to 5-10 minutes, but should never exceed 30 minutes).
- Awards presented should be limited to those presented to participating student-athletes and coaches or those which have some special significance to the student-athletes in attendance.
- The presentation should be secondary in significance and placement in the programming to any official NCAA championship presentations.
- If these conditions are not met, other championship related platforms should be explored by the NCAA to assist the coaches' association.
- All final decisions on inclusion of coaches' association awards, other presentations, scripts and presenters should be made by the NCAA staff with the best interest and overall experience of the student-athlete in mind.
- NCAA staff may call on leadership team members to assist in delivering and explaining the specific decisions to the coaches association as needed.

Section 6 • Championship Marketing

CONTACTS

The host institution should designate a marketing contact or marketing team for the championship. This person should be familiar with marketing strategies that have worked in the community where the championship will be held to sell tickets and drive attendance. It is the primary responsibility of the marketing contact to work closely with the NCAA championships marketing contact to create and implement the championship marketing plan. While many host institutions may have a marketing contact in the athletics department, this individual may also be from the local organizing committee, convention and visitor's bureau, sports commission or a combination thereof. Contact information for the designated marketing contact(s) should be submitted through the key contact portion of the Championships Bid Portal.

EXPECTATIONS

- Know the marketing budget. The NCAA championship tournament manager on your campus or the NCAA championships manager can communicate your marketing budget.
- Develop marketing goals. The primary focus should be driving ticket sales and attendance at the championship by developing inclusive promotion and awareness opportunities and utilizing diverse targeting strategies.
- Map out the time frame to market the championship.
- Determine how to best use the marketing materials provided by the NCAA.
- Establish grassroots initiatives to implement in your local and regional communities by creating and promoting messaging that resonates with people of all race, sex, class, national origin, creed, education background, religion, gender identity, disability, gender expression, geographical location, income, marital status, parental status, sexual orientation and which appeals to diverse communities.
- Explore opportunities with traditional media (print, radio and television) in your area.
- Track marketing efforts and analyze results post-championship to share with your NCAA marketing contact.

MARKETING PLAN

Host institutions/conferences shall establish a marketing plan in coordination with the NCAA marketing contact. The marketing should reflect the host's commitment to creating an environment where all guests feel welcome and see themselves represented throughout the championship experience. All marketing plans, marketing budgets and collateral must be approved by the NCAA Championships Marketing contact prior to implementation.

MARKETING COLLATERAL

NCAA Marketing Portal. The NCAA Marketing Portal is a comprehensive tool designed to help hosts create marketing products which will generate awareness, drive ticket sales and promote attendance at championship events. The **NCAA Marketing Portal** can be accessed at **NCAAChampsPromotion.com**.

Championship hosts should customize and download all necessary artwork to promote the championship from the website. Hosts should utilize imagery from the artwork provided, produce the items locally and obtain reimbursement for production costs, up to the reimbursable allocation provided for the championship round you are hosting.

Each NCAA Championships host marketing contact and tournament manager will receive an email with the marketing website address, username, and password. Please contact **ncaachampspromotions@ncaa.org** if you are unable to locate this information.

Customizable artwork templates and marketing resources available on the NCAA Marketing Portal include, but are not limited to:

- PRINT
  - Poster
  - Flyer

  - Print Ad
  - Table Tent
- DIGITAL
  - Email blast
  - Banner
  - Social Media Graphics
- OUTDOOR
  - Billboard
  - Banner
- RESOURCES
  - Marketing Best Practices
  - Social Media Guidelines
  - Special Artwork Requests

If you have artwork needs and/or sizing which may not be available on the NCAA Marketing Portal, you may submit a special request through the website. Any additional questions can be directed to **ncaachampspromotions@ncaa.org**.

All requests must be approved by the national office staff before you proceed. Artwork requests and approvals will be managed through the website. If you do not have a local print vendor, we have listed NCAA preferred vendors on the website.

Collateral should not be created outside of the NCAA Marketing Portal. The website ensures proper usage of NCAA logos and trademarks, as well as ensures consistent branding across each championship round and all 90 NCAA Championships.

*Please note, a limited number of Division I predetermined hosts will create all marketing collateral by coordinating directly with the NCAA Championship Marketing contact; they will not have access to the NCAA Marketing Portal.

Television/Video and Radio Ticket Spots. The marketing website allows hosts of select predetermined championship sites to download TV, video, and radio spots for immediate use. Questions regarding the availability of these spots for your championship event should be directed to your NCAA marketing contact.

SOCIAL MEDIA GUIDELINES

Host institutions/conferences may use already established social media accounts (e.g., Facebook, X) as a place to promote the hosting of an NCAA championship. However, host institutions/conferences should use marketing messages and assets supplied from or approved by the NCAA (links, web banners, flyers, updates, etc.). If the championship does not have an official NCAA social media page, a host is NOT permitted to create a social media page. The NCAA will make efforts to promote this championship on the established pages, as necessary. Please refer to **ncaa.org (ncaa.org/sports/2021/3/3/digital-social-media.aspx)** for a listing of official NCAA social media accounts.

Section 7 • Championship Merchandise/Licensing

ADMINISTRATION

The NCAA licensing department has oversight for the event merchandising program at all rounds and sites of NCAA championships. All licensing and merchandising questions should be directed to David Clendenin (317-917-6496; **dclendenin@ncaa.org**).

AVAILABILITY

An online ordering system will be available to participating institutions interested in ordering Event 1, Inc., merchandise in advance of the championship. Orders will be shipped by Event 1 directly to the participating institution's campus.

GENERAL POLICIES

The NCAA retains the exclusive right to sell souvenir products at all rounds and sites of the 90 championships; host institutions/conferences and sponsoring agencies for all NCAA championships are required to sell items provided by the official NCAA event souvenir merchandiser. The official NCAA event souvenir merchandiser is Event 1.

Event 1, Inc. will enter into an agreement with the official vendor of the host institution/conference or sponsoring agency and will supply merchandise and inventory reconciliation forms to the official vendor. The official vendor of the host institution/conference or sponsoring agency at the site of the championship(s) is responsible for complete retail vending accountability, including full responsibility for inventory. When the requirements listed below are met, the host institution/conference will receive a 20% commission fee for providing these services. The 20% commission fee will be from net sales, which is defined as gross sales minus taxes and credit card fees. The following is a list of the requirements that must be met to qualify for the 20% commission fee:

a. Receive and count in all merchandise upon arrival from Event 1, Inc., as well as receiving all reorders required to meet customers demand. Reorders could arrive any day of the week and could be as early as 8 a.m. on Saturday or Sunday.

b. Locked and supervised storage adequate to accommodate all championship merchandise.

c. Immediate notification (within 24 hours of receipt) to Event 1, Inc. of any discrepancies in initial inventory counts. Non-notification will represent host or vendor acceptance of initial inventory provided by Event 1, Inc.

d. Total management, control and accountability of the merchandise. If goods are lost, stolen or damaged, those goods are the responsibility of the host institution/conference or vendor.

e. Everything sent must be returned to Event 1 within two days of the conclusion of the event.

f. An appropriate number of selling locations and sellers throughout the facility in order to meet the demands of the projected crowds.

g. Selling locations that are well displayed and fully stocked prior to the public's access to them.

h. Strict adherence to the merchandising and display standards as outlined below:

- Merchandise made available for sale at all times during the event.
- Each item neatly displayed with correct prices clearly marked.
- Merchandise should be neatly folded at all times.
- Neatly dressed personnel that are customer-oriented.
- Skirted tables for display and checkout.
- Display boards and grids to properly display product at all selling locations.
- Selling locations located in high traffic and easily located locations.
- Vendor shall be responsible for hanging any display or signage material provided by concessionaire.
- Keeping selling areas clean and neat at all times.

- Re-stocking of back-up inventory in a fast and efficient manner.
- Transferring merchandise between the slower and higher volume stands to meet the demands of the consumers.
- Providing electricity and either hard internet lines or dedicated secured Wi-Fi network connection to support the merchandise sales effort at no extra cost.
- Calling Event 1, Inc. to request re-orders should sales warrant.

i. A complete inventory accounting of all merchandise sold with a final inventory count and merchandising report supplied to Event 1, Inc., not later than 24 hours after the conclusion of the event.

j. Total gross sales revenues and a final copy of the inventory report must be sent to Event 1, Inc., within two business days of the conclusion of the event.

k. The remaining inventory forwarded to Event 1, Inc., or the next event site as determined by Event 1, Inc., within two days of the conclusion.

l. Having met each of the above requirements, Event 1, Inc. will pay to the host institution/conference, sponsoring agency or its assigned vendor, a commission equal to 20% of sales net of taxes and credit card service fees. The host institutions will keep commissions earned and the remaining money owed to Event 1 must be sent within seven days of the conclusion of the event.

The host institution/conference may not sell or allow for sale any merchandise that infringes upon the exclusive rights of Event 1, Inc.

Institutional Merchandise. A buy-out option can be made with Event 1/NCAA when the host institution/conference wants to sell merchandise that features the host mark or logo at the NCAA competition. This can only be done when the host institution/conference agrees to purchase the entire product that Event 1 provides. The host institution/conference will receive a 20% commission fee of net sales, gross sales minus credit card fees and taxes, on product supplied by Event 1. The host institution or official vendor will provide the NCAA 15% of sales (net of taxes and credit card service fees) of all non-NCAA championship merchandise. The quantity of NCAA merchandise available for sale shall not be less than a comparable shipment to a comparable site of the previous year's championship.

Reordering Process. The host institution/conference may contact Event 1 to place an order for additional merchandise during the event. The concessionaire must contact Event 1 no later than the conclusion of each day to evaluate inventory levels. The more time Event 1 has to react to the request, the better the chance a reorder can be processed and shipped in a timely manner. Event 1 cannot guarantee that additional merchandise will be available.

Event 1 will provide an event manual, which will include the contact information for the event coordinator assigned to the event as well as additional merchandising guidelines.

Section 8 • Championship Presentation/Fan Engagement

BRANDING

Ancillary Events

The NCAA prohibits host institutions/conferences from conducting special ancillary entertainment activities for fans in conjunction with the championship. Should another entity (e.g., convention and visitor's bureau) elect to stage such activities, the following policies shall apply:

- All plans must be approved in advance by the NCAA.
- NCAA marks, logos, name or references to the championship or tickets may not be used.
- No activity connected with the championship may be sponsored by an entity that is not an NCAA Corporate Champion/Corporate Partner (CC/P).
- Such an activity may not take place on property controlled by the competition venue.

No entity may contact NCAA CC/Ps directly. All such contact shall be directed through the NCAA staff.

Logos

The NCAA owns and controls all rights and interests in its name, logo, seal, trademarks and service marks. Use of these marks is prohibited without advance written approval by the NCAA. Host institutions/conferences should review information outlined in NCAA Bylaw 31.6.1. Only official NCAA Corporate Champions/Partners (CC/Ps) and licensees are permitted to use NCAA marks and logos in commercial advertising and promotions, unless written approval is provided by NCAA Marketing. All and any proposed commercial advertising and promotions, if not by a CC/P, must be reviewed by NCAA Marketing staff prior to approval and production.

Public Address Scripts

The public address announcer scripts allow game management to keep the flow of the championship moving through the communication of important information to those in attendance. Communicate with your NCAA championship liaison to secure a PA script and run of show for the championship you are hosting.

Video Boards

The NCAA will provide video board content to sites that have such capabilities. The video board content is important to the overall championship experience for student-athletes and those in attendance. Please work directly with your NCAA championship liaison to identify if there is a Van Wagner producer assigned to you (final sites) or if content should be downloaded from the Van Wagner box site directly (preliminary rounds).

Questions related to video board content logistics should be directed to:

Fred Bowen – Senior Producer
Van Wagner
Telephone: 574-807-5287
Email: **fbowen@vanwagner.com**

Electronic Messages. No host or venue specific electronic messaging or video board advertising may be displayed during NCAA championships, other than those messages promoting the championship and information provided by the NCAA and Warner Media/CBS. This includes promotion of upcoming events at the championship site. All messages must be approved in advance by the championship staff liaison.

IN-VENUE ENTERTAINMENT

NCAA championship hosts are encouraged to explore in-venue entertainment options during the championship to keep fans engaged, excited and to enhance the atmosphere for both the fans and student-athletes. Various potential areas of in-venue entertainment and the guidelines associated with them are discussed below. Please discuss any forms of in-venue entertainment you would recommend with your NCAA staff point person for approval.

Break in action contests or promotions

Hosts should consider continuing regular season halftime/quarter break/timeout contests and promotions or creating new, unbiased or non-sponsored versions of these promotions to use during NCAA championships. Entertainment can also include local performance groups or youth scrimmages. Guidelines and ideas for consideration:

- Must not include any commercial recognition (unless approved/provided by an NCAA corporate champion, partner or official equipment supplier and signed off by a member of the NCAA Corporate Relations staff).
- Must be appropriate and in good taste.
- Must fit safely within given time constraints with no chance of interfering with the competition.
- Must not negatively impact the championship playing surface in anyway.
- No links or resemblance to gambling.
- Participants must be randomly selected.
- No bias toward or against any participating team.
- Campus and venue rules must be considered when developing the contest or promotion.
- NCAA championship merchandise purchased by the host (e.g., extra volunteer apparel, committee or contributor gifts, items or certificates purchased from Event 1) make good prizes for these contests as prizes with commercial recognition would not be permitted.

National anthem singers

Hosts are encouraged to explore their resources to bring in local, regional or even nationally recognized celebrities or groups to sing the national anthem (e.g., state beauty pageant winners, recording artists with strong local ties, famous local choir groups or bands). Guidelines and ideas for consideration:

- Local groups or personal contacts who could provide this service at no cost are recommended.
- No bias toward or against any participating team (e.g., performers should not wear the apparel of a participating team).
- A brief description and “thank you” for the performing group or individual may be incorporated into the script, but no commercial recognition, sponsorship, sales or recruitment messages should be included.
- Anthem should take two minutes or less to perform, however please build extra time into the script for introduction and placement of the color guard (if applicable), and introduction/applause for the performer.

Enhanced team introductions

Examples of this could include using special music or video introductions provided by each team, smoke machines or on-field fireworks, inflatable tunnels, youth athletes forming a tunnel or holding hands with student-athletes as they are introduced, local or school bands playing, etc. Guidelines and ideas for consideration:

- Must be appropriate and in good taste.
- Must fit safely within given time constraints with no chance of interfering with the competition.
- No bias toward or against any participating team and should be equally executed for all participating teams.
- Should be discussed with the NCAA point person in advance.

Musical entertainment

Participating school bands will be scheduled into the overall championship presentation when they are available. When they are not, the host institution marching band, other school bands or local bands may be appropriate for entertainment during pregame, halftime or other breaks in the action or for greeting fans in the stadium entrance or other congregating area.

Affiliated award recognitions

If appropriate, national award winners for the given sport who are in attendance but not competing at the time of the scheduled recognition may be awarded on field during NCAA championships (e.g., Elite 90 award winner, coaches' association player of the year winner, coach of the year). Please consult with the NCAA point person to determine appropriateness.

Military involvement

Military involvement in NCAA championships may include national anthem performances (military singer, instrumentalist or band), color guard, band performances of patriotic songs, fly-overs, parachute teams, precision drill teams, etc. Please work with the NCAA CR and In-Venue team to finalize military involvement, as some elements may be influenced by partnership agreements.

MILITARY INVOLVEMENT

The NCAA is supportive of inviting the military to participate at NCAA championships if their involvement enhances the championship experience for student-athletes and fans while at the same time honoring the military in an appropriate and unobtrusive manner. At many NCAA championships, local or national military groups have been arranged by the host to perform pre-game, during halftime or other breaks in the action. These performances have included, but are not limited to, national anthem performances (military singer, instrumentalist or band), color guard, presentation of large flags, fly-overs, parachute teams, precision drill teams, eagle releases around the national anthem, reunions of troops returning from overseas with their families, honorary recognitions, etc. Please discuss any forms of military involvement which you would recommend with your NCAA staff point person for approval. Some elements may be influenced by partnership agreements, so NCAA review and approval must be provided before finalizing military involvement.

Guidelines

- Involvement from military groups often requires substantial government paperwork. Fly-overs and parachute jumps will also require FAA approval to be handled by the host. Please allow adequate lead team to coordinate.
- Involvement from national touring military groups such as the Air Force Wings of Blue or Army Golden Knights may require costs of travel such as hotel rooms, per diems, rental vehicles and even air travel if a military transport cannot be arranged.
- Host connections with local military bases may be more cost-effective in arranging military involvement.
- No messages about military recruitment should be incorporated into on-field performances.
- General messages paying tribute to all military personnel and thanking the particular military unit which has performed are encouraged (e.g., "Let's give a big round of applause for tonight's performance from the United States Air Force Heartland of America Band… and for all of the American military service personnel who they proudly represent.").
- Request for any type of presence on-site (e.g., booth space, interactive elements, inflatables, giveaway items or space within an NCAA fan festival) is not permitted unless discussed with your NCAA point person who would in turn discuss with the NCAA corporate relationships team.
- Campus and venue rules must be considered when developing the presentation.
- Please discuss this with your NCAA point person if providing complimentary access to watch the championship before or after their presentation is appropriate and possible.
- When several military groups are in attendance and recognized during one game/session of a multi-day championship, you may want to consider a theme night "Military Appreciation Day/Night." This should be discussed with your NCAA point person. Marketing should also be involved if you do a theme night.
- Event 1/Championship merchandise – sales booth or display area with order forms on-site.

Coaches' association award guidelines

The primary purpose of NCAA student-athlete banquets is to honor, celebrate and welcome participating student-athletes in a concise and entertaining manner. Coaches' association awards and other presentations not directly related to the championship itself may be considered for inclusion if they are in the best interest of the attending student-athletes:

- The presentation should be relevant and provide a significant enhancement to the banquet programming for the student-athletes (awards or speakers which have limited relation to the championship or significance to the student-athletes will detract from their enjoyment and the attention they pay to other programming).
- The presentation should be brief (in most cases it should be limited to 5-10 minutes, but should never exceed 30 minutes).
- Awards presented should be limited to those presented to participating student-athletes and coaches or those which have some special significance to the student-athletes in attendance.
- The presentation should be secondary in significance and placement in the programming to any official NCAA championship presentations.
- If these conditions are not met, other championship related platforms should be explored by the NCAA to assist the coaches' association.
- All final decisions on inclusion of coaches' association awards, other presentations, scripts and presenters should be made by the NCAA staff with the best interest and overall experience of the student-athlete in mind.
- NCAA staff may call on leadership team members to assist in delivering and explaining the specific decisions to the coaches' association as needed.

STUDENT-ATHLETE RED CARPET ARRIVALS/TEAM WALKS

At many NCAA championships, a red-carpet arrival or team walk featuring the participating teams and their band and/or cheer squads can be a significant fan enhancement. A red-carpet arrival/team walk allows fans to feel a greater connection with the student-athletes through brief personal interaction that provides lasting memories for young fans and may help create a greater overall impression of the championship for both fans and participating student-athletes, if conducted properly. Listed below are some elements to consider before deciding to conduct a red-carpet arrival/team walk, a list of guidelines for a red-carpet arrival/team walk, and a checklist of items needed for the event.

Elements to consider

- Number of fans – will there be an adequate number of fans to support a red-carpet arrival/team walk and make it a positive experience for the participating student-athletes.
- Timing and location – is there a time and place available in which there will be an adequate number of fans, space and the event will not conflict with the student-athletes' preparation for or participation in the championship (e.g., before each semifinal match concludes, during a highly attended ancillary event surrounding the championship or only before the championship game).
- Equitable participation – will all participating teams have equal opportunities to participate (it is permissible to have a red-carpet arrival/team walk only on championship night with the two final teams only versus semifinal day and championship day).
- Team's experience – this should be a positive experience for all participating student-athletes, and it should not interrupt their team's normal schedule for a competition. It should be communicated to the team's that a 5-15-minute window between teams is needed. Depending on the schedule of the teams you can pre-determine the arrival times or if they do not have any other commitments prior to the arrival at the venue, you can allow the teams to pick their arrival time as long as they are between the 5-15-minute window of separation, giving them more control of their schedule and not interrupting their normal game-day routine.

- Fan's experience – consider the location of the red-carpet arrivals/team walks for the fans as well. Consider using one of the main entrances or going through a fan fest location (if applicable) to the venue so that even if they did not know a red carpet/team walk event was happening, they still might see it and participate.
- Visibility and promotion – is the red-carpet arrival/team walk in a place that will be highly visible and accessible to all fans and/or can it be adequately promoted through social media, NCAA.com, e-blast, signage? Ask each participating team to send out the red-carpet arrival/team walk times to their ticket holders and on their social media platforms as well.
- Timing of buses – Consider the route that the buses will need to drive in order to arrive on the correct side of the street and the time it will take them to get from the hotel to the location of the red-carpet arrivals/team walk.

Guidelines

- The host staff will have primary responsibility for coordinating and managing the red-carpet arrivals/team walk, as well as all staff, volunteer, equipment and logistical needs associated with them.
- The host staff should work with the NCAA staff point person to determine if red carpet arrival(s) or team walk(s) are appropriate, for advice, approval, look and collateral.
- The host should arrange for a walkthrough of the event with the NCAA point person as well as security, the facility rep, bus drivers, team hosts the event sponsor and/or fire marshal when appropriate.
- If a team has a band and/or spirit squad, communicate to the team that they should also participate in the red-carpet arrivals/team walks. If only one team has a band, ask the other team for a copy of their fight song to play over a speaker, if sound is available at the red-carpet arrival/team walk area.
- Select a time when the most fans can be accommodated and student-athletes will be least inconvenienced, consider what time the venue opens to the fans and what time the teams would normally choose to arrive.
- Student-athletes should wear game apparel or matching team issued warmup gear.
- Student-athletes should be escorted by staff, volunteers or security to the security check-in area or their locker room.
- Red carpet arrivals/team walks should have stanchions or barricades to create a safe environment for the student-athletes. Security should also be considered.
- No local sponsorship of student-athlete red carpet arrivals/team walks will be permitted.
- A sound system which can be used in conjunction with the red-carpet arrivals/team walks can be effective in communicating which team is arriving, providing fans with additional championship events and for keeping fans entertained with music and/or team statistics.

Checklist

- Carpet – red, blue or black are all acceptable if the venue has one of these colors on hand, otherwise rent red carpet when the budget allows. Carpet is always preferred, but not essential to making this a successful event.
- Stanchions or other form of a barrier between the student-athletes and fans.
- Red carpet arrival/team walk sign or entrance way (e.g., balloon arch), if appropriate.
- Staff or volunteers.
- Security, if appropriate.
- Lighting elements if it is going to be dark out, depending on the time of the arrivals.
- Tents over the carpet if it is raining, unless the location of the red-carpet arrivals/team walk is already under a covered location, consider cancelation plan (notifying the teams and fans if the weather is not conducive to hold the red-carpet arrivals/team walk).

- Announcements for emcee – instructional, NCAA branding, NCAA corporate champion or partner recognition, team stats, if appropriate.
- Radios or cell phone numbers for communication. Essential for either the team host or bus driver to notify someone at the red-carpet arrival/team walk location of the arrival time changes, if appropriate.
- Other entertainment (e.g., DJ/music, local drum line) to keep fans entertained before and in-between team arrivals, if appropriate.

SPACE REQUIREMENTS

Activation of Corporate Champion and Corporate Partner Program. The NCAA may request/require that certain areas of the competition site be made available for use by NCAA Corporate Champions or Corporate Partners (CC/Ps) for the purpose of marketing/promotional events/activities. If such requests are made, the host institution will provide requested space or similar accommodations.

Local Organizing Committee Hospitality. If approved by the NCAA, the Local Organizing Committee (LOC) has the option to host specified events during the championship. Commercial identification of any kind at any LOC function is prohibited unless specifically approved by the NCAA. The NCAA must approve all uses of NCAA logos, names, or other graphics (including school logos). The LOC shall submit detailed proposals (e.g., location, date, time, food and beverage, entertainment, budget), to the NCAA for review and approval at least 60 days in advance of the event. Any such events conducted are conducted at the LOC's expense.

Other Functions. To enhance the experience for participating institutions, fans, and alumni during NCAA championships, the NCAA (in conjunction with a third-party agency) may facilitate an official hospitality program in or outside of the competition site.

PREMIUMS GUIDELINES

Competition Venue shall provide to the NCAA a set of guidelines, similar to those outlined below, that identify items that are not permitted in the venue no fewer than 120 days prior to the first NCAA championship related event. The NCAA will then utilize and share that information with its NCAA Corporate Champions and Corporate Partners.

Laser Pointers. Laser pointers of any kind.

Noisemakers. Artificial noisemakers of any kind including but not limited to, air horns, electronic instruments, inflatable noisemakers, etc., are not permissible. Facility personnel are responsible for confiscating prohibited items at the entrance points or removing such items from the facility. Megaphones may be used for voice amplification, but they shall not be used as a distraction.

Promotional Items. Promotional items (e.g., cups, shakers, flags) with commercial slogans or identification are not allowed on the premises. Items such as newspapers, handbills, flyers, memorabilia, T-shirts, caps, etc., except products sold/distributed by the NCAA or its agents, may not be distributed on the premises.

Signs, Flags, Banners. Large signs, flags or banners are not permissible. It is the facility personnel's responsibility to confiscate all prohibited articles. Items that can be held by one individual, reflect good sportsmanship and do not block the view of other ticketed patrons may be permitted. In no case may a sign, flag or banner be affixed to the facility.

Video Camera/Still Camera Policies. Ticketed patrons shall not bring video equipment into the facility on game days. Still cameras with a lens no longer than four inches are permissible on any day.

NCAA CORPORATE CHAMPION AND CORPORATE PARTNER PROGRAM

The NCAA Corporate Champions and Corporate Partners Program (i.e., corporate sponsors of the NCAA), managed by the NCAA along with Turner and CBS Sports, authorizes the exclusive rights to license NCAA trademarks, tickets and taglines in commercial promotions with respect to the NCAA championships.

The host shall not solicit or permit involvement by any corporations or entities whose products may be in competition with any of the NCAA corporate champions or corporate partners. All proposed commercial involvement must receive prior approval of the NCAA.

NCAA Corporate Champions and Corporate Partners are dedicated to emphasizing the role of athletics in higher education, support all 90 NCAA Championships and are granted a wide variety of benefits, including certain category exclusivity around use of NCAA logos, trademarks, designations and championship tickets.

For more information and a current list of corporate champions and partners, please click on the following link:
NCAA Corporate Champions & Partners

LOCAL CONTRIBUTOR PROGRAM

Currently, local non-CCP corporate entities are not permitted to utilize the NCAA's registered marks, logos, tickets, name or references to the championship in a promotional/commercial manner. If a host institution/conference has an interest in using value-in-kind contributors, the contributor plan must be approved in advance by the NCAA Corporate Relationships staff. The LOC is permitted to involve a local contributor in the championship only as a sponsor of LOC activities or as a ticket package purchaser (pending NCAA approval of said local entities and approval of the arrangement).

Local contributors may only be referred to as "local contributors of the LOC". Local contributors may not use the word "official", "official sponsor of", or "corporate champion/partner" in any manner. Local contributors will not receive any in-venue or on-site recognition/branding/exposure, with the exception of small signage in private hospitality locations; in the souvenir (print or digital) game program, and/or additional digital advertisement space. In being recognized, these local contributors must be referenced as supporters of the local organizing committee, and not of the NCAA. Any recognition, branding and/or exposure creative must be submitted to the NCAA Corporate Relationships staff for review and approval.

Local contributors may be provided an opportunity to purchase an advertisement in the souvenir game program, provided the corporation is not a competitor of any NCAA Corporate Champion. All advertisements must be submitted to the NCAA Corporate Relationships staff for advance approval. As noted above, local contributors who purchase an NCAA-approved ticket package may not receive recognition of any kind without the advanced approval of the NCAA staff.

NCAA TRADEMARKS

NOTE: These general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA's licensing program administered by The Collegiate Licensing Company. Inquiries should be directed to the NCAA licensing staff. **Click here for more information about the NCAA licensing program**.

1. ALL uses of NCAA trademarks or logos must be submitted to the NCAA for approval.
2. **Click here for the most current list of NCAA licensed or owned trademarks**.
3. Downloads of NCAA logos may be obtained through the **NCAA Digital Library**.
4. The NCAA's position on inclusion of ® and ™ marks is first and most prominent use.

   The location of the trademark and how it is used is the primary factor in determining if a trademark symbol should be included in text. If the protected logo location is prominent and the primary focus on the page or product design, an ® or ™ in the text is not necessary. However, if the logo location is placed lower on the page or is secondary to the message being delivered, an ® or ™ in the text or header (first use only) should be inserted.

   In the case of NCAA Women's Final Four, an ® is required after NCAA and after Women's Final Four. The NCAA owns "NCAA" and "Women's Final Four", but "NCAA Women's Final Four" is not a registered mark in itself: NCAA® Women's Final Four®.

   To further expand, if the NCAA primary logo, which displays the registered mark, is used in a prominent position; NCAA Women's Final Four would require an R-ball only after the Four because the NCAA has already been identified as a registered mark. NCAA Women's Final Four®.
5. In radio and television advertising, NCAA should only be pronounced as N-C-A-A or N-C-double-A. It should not be referenced as "N-C-two-A" or in any other fashion.
6. Official names cannot be changed or abbreviated unless specifically trademarked (Final 4, F4).
7. There may be no registration of or use of NCAA marks within internet domain names unless advance approval from the NCAA is secured and ownership of the URL is maintained by the NCAA. Such use of NCAA marks in Internet directories is prohibited; however, members may use an NCAA mark within a member URL, provided such NCAA mark does not appear in the domain name portion of the URL. By way of example, members may use the following URL: **www.memberx.edu/ncaa**.

Identification of commercially named venues on NCAA materials

- For the purposes of providing information about and promoting the location of an NCAA championship, the venue/competition site of any round of NCAA championships can be printed, in text-only, on any and all pertinent materials bearing NCAA marks (subject to NCAA approval of the graphics).
- The logo of a commercially named venue cannot be used on any materials bearing NCAA logos or trademarks.
- The venue's name and information (without use of logos) will also be included on the dedicated website that the NCAA will provide to sell tickets.

NCAA logo use by commercially named venues

For the purposes of providing information about and promoting the sale of NCAA tickets, the venue/competition site of any round of NCAA championships is permitted to display (subject to NCAA approval of the graphics) the championship site-specific logo as recognition of the event being held in its facility. The NCAA logo must be in the form of a link to a dedicated web page that will be established and/or assigned by the NCAA championship administrator to sell the NCAA tickets.

The following conditions apply to this NCAA logo use:

- The NCAA championship site-specific logo can be used by the venue to communicate the NCAA event as one of the variety of upcoming events at the facility. The NCAA logo must be used only once and only as a part of a group of other logos of events being held at the venue.
- The one-time logo use is limited to the site's "home web page" or "event web page."
- The NCAA logo must be placed in a location on the venue's web page so that there is clear and defined separation between the NCAA logo and any other commercial logos (including that of the commercially named venue). [This is because NCAA Corporate Champions/Corporate Partners and Turner/CBS have graphic exclusivity in the use of NCAA logos and marks.] Logos of the venue's or the website's advertisers/sponsors may be used on the home/event web page even with the NCAA's championship site-specific logo on the same page if those commercial entities are clearly separated from the NCAA logo (e.g., are on a different colored background and are located at the bottom of the website page).
- The venue is not permitted to claim to be "the home," a host or co-host of any session of the NCAA championship.
- The logo provided by the NCAA championship staff cannot be modified in any way.
- ALL uses of NCAA logos must be submitted to the NCAA staff for approval.

NCAA trademarked protection language:

NCAA trademarks benefit from consistent "source identification" to the public through basic legal language attributing ownership.

The legal statement should be used on "printed" materials of all types for all NCAA trademarks, except where there is agreement by key staff stakeholders that aesthetic or space limitations prevent legal language. The legal statement is NOT required when the NCAA blue disk or the word NCAA is used alone and part of NCAA-produced materials without any of the conditions below.

- Printed items that display logos of other business entities/organizations (i.e., corporate champions/corporate partners, network partners, official suppliers, official licensees, local organizing committees and NCAA members).
- Printed items that are produced to be "used" by other business entities/organizations including NCAA members and host institutions.
- Printed items produced for advertisement/promotional purposes (i.e., magazine and newspaper ads, NCAA souvenir publication ads, posters, newsletters).

The NCAA requires protection language as outlined below. This does not have to be prominently displayed language and is expected to be included as some form of "mouse print".

The examples below are written only to represent the most typical examples. If you are unsure of exact wording for a specific example, please contact Nathan Arkins at **narkins@ncaa.org** or 317-917-6222.

For blue disc and/or secondary (word) mark, please use:

- NCAA is a trademark of the National Collegiate Athletic Association.

For blue disc/secondary marks plus another NCAA trademark, please use (for example):

- NCAA and March Madness are trademarks of the National Collegiate Athletic Association.
- NCAA, NCAA Sweet Sixteen and Road to the Final Four are trademarks of the National Collegiate Athletic Association.

For Blue Disc/Secondary marks plus another NCAA trademark used with other authorized business entities, please use (for example):

- The NCAA, March Madness, Men's Final Four and Women's Final Four are trademarks owned by the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.

NCAA Licensed Trademarks:

College World Series and Women's College World Series: The NCAA is the exclusive licensee of these marks, registered by Major League Baseball, in connection with the NCAA Division I Men's Baseball Championship and the Division I Women's Softball Championship.

All other licenses or trademarks are property of their respective holders.

Helpful Links:
The NCAA's Advertising and Promotional Standards
NCAA Trademarks
NCAA Trademark Protection Program
NCAA Digital Library
NCAA Corporate Champions and Corporate Partners

OFFICIAL CHAMPIONSHIPS/LICENSEE SUPPLIERS

The NCAA licensing program is designed to ensure the quality and consistency of all of the NCAA's Championship Event merchandise, protect the intellectual property of the NCAA and our member schools, and generate revenue to enhance programs that support NCAA student-athletes.

Any premiums and/or other merchandise that bear NCAA marks, brackets, taglines or other NCAA references must be produced by an official NCAA Licensee or NCAA Official Equipment Supplier. There may be royalties or other related costs associated with such items. If the NCAA is unable to identify a current NCAA Licensee or NCAA Official Equipment Supplier to provide a specific piece of merchandise, the NCAA will work to sublicense (on a short-term basis) a company that can provide the specific item.

For a list of NCAA licensees and official equipment suppliers, **ncaa.org/championships/marketing/ncaa-official-licensee-list**.

ADVERTISING/SIGNS/"LOOK AND DÉCOR"

a. **Advertising/Banners/Signs/Displays.** The host shall not permit advertising, marketing identification, banners, signs or displays of any kind to be hung, posted or displayed anywhere within the general public seating/viewing area of the competition, practice and/or ancillary event venue(s) (i.e., any place that can be seen from the playing surface or seats), including the scoreboard and the playing surface prior to or during the conduct of the championships, other than NCAA, media partner or NCAA corporate champion/partner branding/recognition (e.g., signage, banners, scoreboards, LED scorer's table, video board, ribbon board, PA announcements) approved by the NCAA. Any permanently affixed (or previously leased) advertising banners, signs, cup holders, select equipment bearing corporate marks (e.g., TVs, computer monitors, stats monitors or displays), product/exhibit displays (e.g., car displays, branding exhibits/kiosks) shall be covered with décor elements or other NCAA directed elements by the competition, practice and/or ancillary event venue(s) and at the expense of the venue(s) as specified by the NCAA, including costs of production and installation and strike. Similarly, for any surrounding areas/facilities that are to

be used by the NCAA for official events, no advertising, marketing, identification, banners, signs, decals, sampling, distribution or displays of any kind shall be hung, posted or displayed anywhere within those areas unless authorized by the NCAA. All professional signage/marks/pennants/banners/retired numbers/etc. may continue to be displayed. NCAA staff representatives have the discretion, during their site visit or when on-site in advance of the tournament, to have the building staff remove a sign/banner. Collegiate championship banners or those with retired numbers of collegiate performers can remain. All usage of marks must follow NCAA brand guidelines and must be approved by NCAA staff in advance.

b. **Alcohol/Tobacco/Gambling.** All alcohol, tobacco and gambling advertisements/corporate identification within broadcast view or viewable by game attendees in the competition venue bowl must be covered at the expense of the host or venue. Any alcohol, tobacco or gambling advertising that is deemed by the NCAA as not viewable from within the bowl does not need to be covered, whether in the concourse or in ancillary venues. All other advertisements/corporate identification in the noted areas must, at a minimum, not be backlit unless otherwise authorized by the NCAA. This would apply to preliminary rounds and the championship rounds for all the NCAA's 90 championships.

c. **External Signs.** All exterior venue corporate signage, other than professional franchise identification, must be covered as specified by the NCAA and must be covered with décor elements as specified by the NCAA at the expense of the competition, practice and/or ancillary event venue(s).

d. **Commercially Named Venues.** Commercially named competition, practice and/or ancillary event venue(s) may display no more than two pre-existing interior signs consisting only of the competition, practice and/or ancillary event venue(s)' name at the top of the venue, with placement designated by the NCAA. The competition, practice and ancillary event venue(s) signage design and placement must be approved by the NCAA. If the commercially named competition, practice and/or ancillary event venue(s) is an existing NCAA Corporate Champion or Corporate Partner, the NCAA, in its sole discretion, may allow additional branding of the commercially named venue(s).

e. **Covering existing signage/product branding.** In regard to any signage that is to be covered in accordance with these bid specifications, the practice, competition and/or ancillary event venue(s) shall not limit or prohibit the ability of the NCAA to use signage or other elements of its own third-party designees in covering such existing signage/product branding.

f. **NCAA Corporate Champion and Partner Branding/Recognition.** The NCAA shall have the right to display branding/recognition (e.g., signage, banners, scorer's table, video board, ribbon board, PA announcements, inflatables, projections, kiosks, decals, window clings, lighting, street teams, logos) for the Association, its corporate champions and partners and media partners inside and outside of the competition, practice and/or ancillary event venue(s). These locations, include but are not limited to the concourse, within the competition bowl and venue exterior without limitation.

g. The NCAA shall provide the competition venue with the appropriate stickers/field stencils for the approved playing surface markings for the championship.

h. If facility approves, patrons are permitted to bring in small signs (signs which can easily be held by one person and cannot block the view of anyone seated around them), as long as any writing or slogans on them are in good taste. In addition, it is permissible for patrons to bring in non-noise-making items (in compliance with NCAA and facility premium guidelines) as long as they do not include any (non-CCP) commercial identification.

i. At no charge, the NCAA will have full access to, and control of, any and all LED and other digital signage inventory, both internal and external to the competition venue. This includes TV monitors, video screens, video walls, LED fascia, and all external signage, digital or otherwise. This includes any and all digital inventory to be made available at the time of the championship, inclusive of any inventory that may be added by the venue after this bid document is signed.

CONCESSIONS

Food and beverage prices shall be no higher than similar events or primary tenants in the facility.

Vending. No food, beverage or merchandise, of any nature, may be vended or dispensed in the seating areas, except before matches begin and between matches. During competition, selling is restricted to the established selling location(s).

FACILITY USE

The facility shall be reserved for the exclusive use of the NCAA beginning at 7 a.m. Tuesday through the conclusion of the championship finals, Saturday night, unless otherwise negotiated. All space shall be available and the facility set up no later than 2 hours prior to the beginning of the first practice.

LANE CONDITIONING

Bowling lanes must be reconditioned during the break periods prior to each round or at the discretion of the women's bowling committee. The committee will identify an outside company for this purpose. The company will work with the host institution to confirm shipping arrangements for the equipment. The committee reserves the right to change the lane conditions at any time during the championship.

NCAA SPACE REQUIREMENT

Entrances. Entrances must be staffed by an adequate number of persons. Signage should be posted to clearly identify all entrances (e.g., team, committee, fans).

Team Personnel Entrance. An entrance must be identified for all student-athletes and coaches to enter the facility.

Media Areas. The areas used for the media workroom and the post-match interviews should be in close proximity to one another in order to facilitate the media's work and provide easy access for coaches and student-athletes.

Workroom. The media workroom should be equipped with wireless Internet service, an adequate number of electrical outlets and other necessary supplies. NCAA logos should be displayed appropriately.

Hospitality Area. A hospitality area should be set up adjacent to or in the media workroom to accommodate the working press throughout practices and competition. Only NCAA, DASANI and/or generic drinking cups (devoid of commercial identification) should be used in the hospitality area.

Post-match Interview Room. The post-match interview room should be "dressed" appropriately to reflect the prestige of the event by (a) placing NCAA championship signage and logos on the walls; (b) using draping on tables and other areas as necessary; (c) setting up a platform for the interviewees and moderator; (d) providing name plates with institutional logos and names of student-athletes and coaches who are interviewed; (e) providing a sound system; and (e) providing a riser for photographers and cameramen at the back of the room.

Backdrop. The NCAA will provide a back-drop with the NCAA logos to be hung behind the podium.

Access/Security. Event personnel should be stationed outside the media workroom and post-match interview room to check credentials; this individual should be instructed that only credentialed individuals may enter the area. Match officials specifically are prohibited from this area.

NCAA Committee/Games Committee Meeting Room. The room should be large enough to accommodate 12 people comfortably. This area needs to be in immediate proximity to the competition area and not visible to the public.

Training Room. A training room stocked with towels and other necessary equipment and staffed with the appropriate personnel should be available prior to and during the games and practice sessions.

OFFICIAL SCORER'S TABLE

Each lane should have a scorer's table where scorekeepers will sit during the matches.

PARKING

There should be enough parking spaces adjacent to the facility for the committee, team personnel, officials, NCAA staff and media. In addition, designate an area for team buses/vans to drop off and pick up passengers.

WEBCASTING

Webstream Sports will webcast Rounds 1-4 and Round 5, the semifinals (if necessary). The webcasts will be archived on **NCAA.com**.

(Note: The NCAA strongly encourages hosts that webcast during the regular season to webcast all rounds hosted at the site.).

Apply for NCAA Internet streaming rights online at **NCAA.com/rights-request**. Questions about Internet streaming can be directed to Nate Flannery (317-917-6523; **nflannery@ncaa.org**).

Section 11 • Drug Testing

The NCAA is dedicated to fair and equitable competition throughout each round of NCAA championships and strongly supports the drug-testing program established by its membership, to safeguard the health and safety of the participating student-athletes.

Comprehensive drug testing details for hosts can be found in the Championship Site Coordinator Manual **here**.

Section 12 • Equipment

EQUIPMENT INFORMATION

The NCAA will provide certain championships relevant equipment (sidelines hydration, competition playing equipment, etc.) on a sport-by-sport basis that must be used in all championship activity. The purpose of the equipment is to hydrate student-athletes for competition. Each championship will receive information from the NCAA pertaining to any equipment that will be provided. Following the championships, each host site will be required to provide the NCAA with a completed inventory sheet (template provided by the NCAA) and pictures for proof of performance.

CUPS, COOLERS AND WATER BOTTLES

Drinking cups, water coolers, ice chests, cooler carts and water bottles should be provided for each scheduled practice or competition of any round of an NCAA championship. Participating teams shall place any premix fluid replacement in the NCAA-issued coolers and water bottles when applicable. Only cups, cans, coolers or water bottles may be used during championships that are provided by the NCAA. If applicable, the host may retain the coolers, cooler carts and ice chests after the competition. Reoccurring host sites are strongly encouraged to use the same equipment the following year unless otherwise notified by the NCAA. Participating teams may retain the water bottles and bottle carriers after the competition.

HYDRATION PROGRAM

Coca-Cola will provide a bottled water product (e.g., Dasani), POWERADE powder, and when applicable, POWERADE in bottles. Participating teams and student-athletes in NCAA championships continue to be free to use/consume permissible hydration beverage(s) of their own choice in the NCAA-provided equipment. Equipment carrying any branding other than POWERADE, however, will not be permitted on the sidelines during NCAA championships.

If a championship also receives POWERADE-branded squeeze bottles, they should be provided to student-athletes. Non-POWERADE-branded squeeze bottles brought by teams/student-athletes will not be allowed.

If the host has to provide and/or purchase product for any NCAA championship use (e.g., student-athlete banquet, committee tent/suite, hospitality areas, media areas), the host must purchase and provide only Coca-Cola products (e.g., Dasani, POWERADE, Coca-Cola, Sprite).

Competitors of NCAA Corporate Champion Coca-Cola may not provide product (beverages, water, isotonics) for any NCAA championship, even if the competition offers product for free or at a reduced cost. The championship budget will cover the purchase of Coca-Cola beverage products.

Preliminary-Round Sites NOT Receiving POWERADE Branded Equipment and Product:

The host institution may use items other than POWERADE-branded equipment. These items, however, must not display any commercial marks (e.g., logos and graphics of commercial products such as Gatorade), or such marks must be covered completely (this requirement applies on the sidelines and in competition areas, media areas or any other back-of-house areas).

If the host has to provide and/or purchase product for any NCAA championship use (e.g., student-athlete banquet, committee tent/suite, hospitality areas, media areas), the host must purchase and provide only Coca-Cola products (e.g., Dasani, POWERADE, Coca-Cola, Sprite). Participating teams and student-athletes in NCAA championships continue to be free to use/consume permissible hydration beverage(s) of their own choice; however, equipment carrying any branding other than POWERADE, as referenced above, must be absent of any commercial marks.

Use of NCAA-Provided Coolers from Previous Years

The host may use previously supplied equipment from the NCAA, specifically POWERADE, equipment with approval from the NCAA; however, unless approved by the NCAA (which is often possible), they must be used in areas not within television or photographer view [they may not be used on the sidelines or within the competition area(s)].

If you have any questions regarding any of this information, please contact Aaron King (317-917-6771; **aking@ncaa.org**).

Section 13 • Financial Administration

AUDIT

Sites will be randomly selected for financial and box office audits following the championship.

The NCAA will make every effort to notify sites selected for audits within 30 days after the approval of financial reports, but reserves the right to audit a site up to one year after the championship. Receipts, facility settlements, expense reimbursements and honorariums are subject to change until the audits are reviewed and accepted by the NCAA. If selected for audit, the documentation requested could include: box office audit reports or sales summaries; ticket purchase invoices or statements; unsold tickets; invoices, contracts or timesheets supporting all expenses; general ledger; bank statements; check copies and reconciliations; competition venue rental agreement; and any other documentation to support all information reported on the host financial report. In addition, overages between budgeted and actual numbers will be reviewed.

APPROVAL OF THE BUDGET

As part of the site-selection process, each prospective host must submit a proposed budget for approval by the NCAA. All receipts and expenses associated with the conduct of the championship competition shall be included in the proposed budget. This includes lodging expenses for officials and site representatives, if applicable. The proposed budget must be submitted and approved by the NCAA prior to the first date of competition of the championship. Additionally, best efforts should be made by the host to reasonably forecast expected ticket sales from the given championship.

The host institution is responsible for adhering to championship expenses as approved by the NCAA, including (but not limited to) competition site rental, maintenance, insurance, printing of tickets, ushers, maintenance personnel, ticket sellers, ticket takers, minor officials, police and security, promotion, publicity, advertising, meetings, banquets, medical staff. Other expenses not included in the original proposed budget must be approved in advance by the NCAA.

It is also incumbent upon the host to understand and remit all necessary taxes related to the sale of tickets to the given championship for sales made by both the NCAA and the host at their given state and locality. All consideration must be given by the host for certain relief of taxes with respect to the NCAA's not for profit status under 501(c)3 of the Internal Revenue Code. Additionally, certain championships may be required to provide an outside letter of attestation speaking to their tax status provided by an outside CPA/accounting firm.

FINANCIAL REPORT

Host institutions must complete the online financial report, which includes accurately reporting all revenues and expense, and must include payment of the amount due to the NCAA, within 60 days after the final date of competition at the site (if applicable). If requested, the host may be required to provide all supporting documentation to validate the revenues and expenses of their site. As a best practice, hosts are encouraged to upload all appropriate receipts, ticket audits and other supporting documentation to their host report on the "summary" tab as documentation supporting each line of their revenue and expense figures.

Financial reports showing net receipts are not considered complete until payment is received at the national office. Institutions that fail to meet the 60-day reporting period will be assessed the following penalties: 60-90 days past due (25 percent reduction in honorarium), 91-120 days (50 percent reduction in honorarium) and 121 days or more (100 percent reduction in honorarium). If there is a shortfall in the funds available to reimburse approved expenses and honorariums, the NCAA will make best efforts to reimburse the host within 5 business days of the report being approved by the NCAA finance and accounting department.

DRUG TESTING EXPENSES

The budget for drug testing expenses should only be completed and returned to Drug Free Sport if the host has been notified that drug testing will occur. The drug-testing budget and expenses are separate from the financial report form. The drug-testing budget form is an appendix in the **drug testing manual** (ncaa.org/Student-Athlete Programs/Health and Safety).

PARTICIPANTS

The NCAA will reimburse the competing institutions for transportation and per diem expenses in accordance with the NCAA travel policies. Once the championship is completed, participating institutions should submit reimbursement through the **Travel Expense System (TES)** within 45 days of the competition. Please note that if you host a championship, the submission of per diem and/or transportation reimbursement is in addition to the host budgeting and approval process defined above.

SITE REPRESENTATIVES

The NCAA representative's hotel room and tax shall be paid (via direct bill) by the host institution and submitted on the financial report. All other expenses (i.e., per diem, travel) will be paid directly by the NCAA.

TRANSPORTATION

Transportation. The NCAA shall pay for the rental of cars for a predetermined number of game officials and the NCAA committee representative(s). The championships staff will approve the individual to get a rental car and the individual will need to call Short's Travel to book.

Local Transportation for Teams. For team sports, eligible for reimbursable ground transportation, must arrange ground transportation through Short's Travel. Individual sports, eligible for reimbursable ground transportation receive mileage reimbursement in accordance with the travel policy.

Air Transportation for Teams. If a school is eligible for air transportation, all air travel must be booked through Short's Travel.

Hotel Room Block for Predetermined Sites. If at an NCAA predetermined championship site On Location will assist with the management of those hotel room blocks.

NCAA Championship Travel Policies

Section 14 • Game Management

ELECTRONIC TRANSMISSION

The use of electronic audio or video devices that transmit information from any location in the facility to the settee area is not permitted. It is permissible to gather statistical information from a designated area and to transmit statistical information to the settee area. Electronic video devices may be used as aids for postgame analysis. Computers may be used in the settee area during a match for statistical purposes only.

EVENT PERSONNEL

Neutrality. All scorekeepers must refrain from cheering for either team and from wearing institutional attire; they are considered "neutral" and must behave in such a manner. They should report to the facility no later than one hour prior to match time to meet with the match officials and committee.

Public-Address Announcer. The public-address announcer will follow the NCAA script for student-athlete introductions.

Match Announcements. Other than student-athlete introductions, match announcements are limited to (a) those of an emergency nature (e.g., paging a doctor); (b) those of a "practical" nature (e.g., announcing that a lost cell phone had been turned in); (c) announcements that NCAA souvenir merchandise, concessions are on sale in the facility; and (d) announcements of scores from another NCAA competition site. It is not appropriate for the public-address announcer to introduce VIPs or match officials, or to provide information pertinent only to the host institution's activities unrelated to the tournament.

Tournament Director. The tournament director may serve solely in this capacity during the championship; he or she may not also serve as a public-address announcer, etc. This is to ensure that he or she is able to oversee all aspects of the competition and be readily accessible to the women's bowling committee and NCAA staff.

GAMES COMMITTEE

The games committee for the championship will be the National Collegiate Women's Bowling Committee.

PRE-MATCH PROTOCOL

National Anthem

The U.S. national anthem will be played before the first match Thursday, Friday and Saturday and

also before the championship finals Saturday night.

Team Introductions

Following open practice, the following protocol will be used for the national anthem and player introductions at all rounds of competition:

- Teams return to their settee area for announcements.
- Teams line up in front of the bowling lanes for the national anthem.
- All teams will be announced.
- Competition begins immediately.

SCHEDULE OF EVENTS

The committee will approve the schedule of events prior to the championship.

TEAM SETTEE AREA

Each team will have a designated settee area in immediate proximity to the team's lane.

Permissible Number. A maximum of 10 players may be in uniform for the championship and a maximum of three coaching staff members may be in the settee area during competition.

Section 15 • Health & Safety Considerations

As part of preparation and planning to host and/or participate in championship events, member Institutions are reminded and encouraged to review all applicable health and safety policy and legislative requirements and guidance with event staff and personnel including, among others, those relating to concussion management, catastrophic injury prevention, inclement weather and independent medical care, consulting with institutional legal, medical and risk management personnel as necessary. These requirements and related information can be found in applicable division manuals, sports playing rules and the materials located on the **NCAA Sport Science Institute website**. A non-exhaustive list of some of the key health and safety considerations is provided below. More detailed information on each of these topics can be found in the ***Interassociation Recommendations: Preventing Catastrophic Injury and Death in Collegiate Athletes*** and the ***NCAA Sports Medicine Handbook***.

- Blood-Borne Pathogens and Other Biohazards.
- Catastrophic Incidents and Emergency Action Plans.
- Cleaning and Disinfection.
- Inclement Weather, Air Quality and Other Environmental Considerations.
- Independent Medical Care.
- Medical Facilities.
- Medical Disqualification, Removal and Return to Activities.
- Medical Staff: Resources, Communications, Training and Responsibilities.
- Medical Supplies and Equipment.
- Medical Treatment (including for, among others, the following emergency conditions):
    - Asthma.
    - Burners (Brachial Plexus Injuries).
    - Cardiac Emergencies.
    - Cervical Spine Injuries.
    - Concussion and Traumatic Brain Injury.
    - Diabetic Emergency.
    - Head and Neck Injury.
    - Heat Illness and Heat Stroke.
    - Hypothermia.
    - Mental Health Emergencies.
    - Rhabdomyolysis.
    - Sickle Cell and Other Exertional and Non-Exertional Collapse.
    - Skin Infections.
- Prescription Medications, Banned Substances and Drug Testing.
- Protective Gear and Equipment.
- Sexual Violence.
- Visiting Team Care and Coverage.

In addition, and as a supplement to the legislative and policy requirements and related guidance described above, the following health and safety considerations and expectations will also apply to all championship events.

Ambulance Service

Planned access to an ambulance shall be provided by the championship host. If it is determined that an ambulance should be provided on site, the championship host shall obtain the ambulance service and the incurred cost is reimbursable by the NCAA. Any ambulance used must be equipped in accordance with all applicable government regulations and industry medical and safety standards.

Coaches, Officials, Event Staff and Spectators

Host institutions should consult as necessary with applicable institutional legal, medical and risk management personnel to determine and appropriately plan for the management of emergency and other health and safety incidents involving individuals other than student-athletes that may occur at the championship event or venue.

Medical Staff Credentials and Access

Travel party credentials for participating institutions will include credentials for medical personnel; provided it is the responsibility of the participating institution to include medical personnel in their normal credential numbers. Institutions may include medical staff beyond travel party limits provided they pay for the additional numbers with institutional funds. Competition site access can be secured by acquiring session tickets through purchase or an institutional pass list.

Any medical staff traveling with participating teams will have access to their team participants with the assistance of host medical staff, should an injury occur. If medical staff are not to be seated with the team during any championship event for any reason, they should communicate to host medical staff their seat locations and host medical staff should be prepared to provide all participant medical staff with the necessary credentials to access and provide necessary escort to the team locker room or athletic training room in the event of an emergency. Typically, an access point from the stands supervised by security will allow access by medical personnel to student-athletes.

Portable Immersion Tubs

Portable immersion tubs (hot or cold) are permitted at championship events only where use is a component of an established emergency or other health and safety plan and managed under the direction of sports medicine staff, an athletic trainer or physician in accordance with all applicable institutional and government health regulations and requirements.

Section 16 • Hydration Product

POWERADE

Equipment Information

The NCAA will provide certain championships relevant equipment (sidelines hydration, competition playing equipment, etc.) on a sport-by-sport basis that must be used in all championship activity. The purpose of the equipment is to hydrate student-athletes for competition. Each championship will receive information from the NCAA pertaining to any equipment that will be provided. Following the championships, each host site will be required to provide the NCAA with a completed inventory sheet (template provided by the NCAA) and pictures for proof of performance.

Cups, Coolers and Water Bottles

Drinking cups, water coolers, ice chests, cooler carts and water bottles should be provided for each scheduled practice or competition of any round of an NCAA championship. Participating teams shall place any premix fluid replacement in the NCAA-issued coolers and water bottles when applicable. Only cups, cans, coolers or water bottles may be used during championships that are provided by the NCAA. If applicable, the host may retain the coolers, cooler carts and ice chests after the competition. Reoccurring host sites are strongly encouraged to use the same equipment the following year unless otherwise notified by the NCAA. Participating teams may retain the water bottles and bottle carriers after the competition.

Hydration Program

Coca-Cola will provide a bottled water product (e.g., Dasani), POWERADE powder, and when applicable, POWERADE in bottles. Participating teams and student-athletes in NCAA championships continue to be free to use/consume permissible hydration beverage(s) of their own choice in the NCAA-provided equipment. Equipment carrying any branding other than POWERADE, however, will not be permitted on the sidelines during NCAA championships.

If a championship also receives POWERADE-branded squeeze bottles, they should be provided to student-athletes. Non-POWERADE-branded squeeze bottles brought by teams/student-athletes will not be allowed.

If the host must provide and/or purchase product for any NCAA championship use (e.g., student-athlete banquet, committee tent/suite, hospitality areas, media areas), the host must purchase and provide only Coca-Cola products (e.g., Dasani, POWERADE, Coca-Cola, Sprite).

Competitors of NCAA Corporate Champion Coca-Cola may not provide product (beverages, water, isotonics) for any NCAA championship, even if the competition offers product for free or at a reduced cost. The championship budget will cover the purchase of Coca-Cola beverage products.

Use of NCAA-Provided Coolers from Previous Years

The host may use previously supplied equipment from the NCAA, specifically POWERADE equipment with approval from the NCAA; however, unless approved by the NCAA (which is often possible), they must be used in areas not within television or photographer view [they may not be used on the sidelines or within the competition area(s)].

If you have any questions regarding any of this information, please contact Aaron King (317-917-6771; **aking@ncaa.org**).

Section 17 • Insurance

LIABILITY

If event is held on-campus:

Host institution must maintain and provide proof of at least $1 million of Commercial General Liability (CGL) insurance on an occurrence form for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, and personal and advertising injury. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. Certificate must be submitted to NCAA prior to competition. State institutions subject to state governing tort laws are permitted to provide proof of limited liability under state laws instead of CGL coverage. (This is the minimum requirement per NCAA bylaws).

If event is held off-campus:

Host institution must maintain and provide proof of at least $1 million of Commercial General Liability insurance on an occurrence form for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, and personal and advertising injury. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. Certificate must be submitted to NCAA prior to competition. State institutions subject to state governing tort laws are permitted to provide proof of limited liability under state laws instead of CGL coverage. (This is the minimum requirement per NCAA bylaws).

Venue must maintain and provide a minimum of $1 million in Commercial General Liability insurance on an occurrence form for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), coverage for contractual liability, independent contractors, and personal and advertising injury. Coverage cannot exclude liability arising from athletic participation, spectators, alcohol, or food-borne illness. NCAA must be named as an additional insured.

Notes:

1. All insurance must be provided by an insurance company with an A.M. Best Rating of A-, VII or higher.

Section 18 • Lodging

PREDETERMINED CHAMPIONSHIPS

For all NCAA predetermined preliminary-round competition and predetermined championships, On Location, acting on NCAA's behalf shall contract hotel accommodations for the participating institutions/student-athlete(s). The contracted hotel properties shall be within 30 miles (30 minutes) of the competition site and be priced at a fair and reasonable market room rate. The selection of a competition site may be dependent on availability and quality of rooms for participating institutions/student-athlete(s). Teams must stay at an NCAA contracted hotel unless otherwise noted. Hosts are no longer required to secure the rooms. On Location, the official hotel management provider of the NCAA, will solicit, negotiate and contract all hotel rooms at these sites.

Championship participants are mandated to stay at the NCAA's contracted hotel properties for the event. Any participants staying outside of the NCAA contracted hotel block(s) will not be reimbursed.

The participating institution may use the rooms for persons accompanying the official traveling party.

If an institution fails to make satisfactory arrangements for use of assigned rooms with the hotel, full charges for the rooms will be billed to the institution.

MERCHANDISING

The hotel understands that the NCAA exclusively will have first right of refusal to sell products licensed by the NCAA for merchandising at the selected hotels. If the NCAA executes this right, the hotel agrees to provide space in its lobby, tables, electricity, dedicated phone line and a secure storage location for such sales at no charge to the NCAA merchandising agent. The NCAA guarantees that the merchandise will be displayed in a neat, professional manner.

In return, the NCAA merchandising agent will pay to the hotel a percentage of the net sales from the hotel location. Net sales are defined as gross sales minus sales tax and credit card fees. The percentage rate will be a pre-determined, non-negotiable rate included in the contract between the two parties, except as specified in the following sections.

Section 19 • Media Services

The NCAA considers this hosting opportunity a partnership between the host school/conference, facility and the NCAA. The primary objective of everyone involved in the administration of the championship, shall be to provide a memorable championship experience for each participating student-athlete, coach, administrator and tournament attendee.

Note that health and safety protocols related to preparedness, response and protocols might have an effect on the media services detailed below, with any changes provided to all hosts in advance of each championship.

BROADCASTING/INTERNET

Please log on to **NCAA.com/media** for information regarding broadcast/internet rights.

CHAMPIONSHIP RECORDS

NCAA championship records are available in PDF format at ncaa.org - ncaa.org/sports/2021/2/9/statistics.aspx

CREDENTIALS

All media credentials are authorized and issued by the host or NCAA media coordinator. The NCAA provides credentials for all final championship sites and selected preliminary rounds sites. Hosts should contact the NCAA media coordinator or championships administrator to confirm who will produce credentials for preliminary sites**. PDF templates are available for preliminary round credentials if desired. Please contact Jenn Rodgers (jrodgers@ncaa.org) for more information.** If you are producing your own credentials, the "Conditions Placed on Use of Credentials" should be placed on the back of all credentials. That text, located at **NCAA.com/credentialterms**, should also be visible at credential pickup.

The following is a sample of the types of credentials that can be produced, if applicable:

- All Access – For event management-type personnel who do need access to every area, including game surface.
- Event Management – For event management staff who do not need All Access.
- Media – For members of the media to provide them access to press areas (press row/box, media room, interview room, locker rooms (postgame only).
- Participant – For student-athletes, coaches, equipment managers (essentially anyone in the official travel party).
- Photo – For still photographers and television camera operators (if the contest is not going to be televised) to allow them access to appropriate areas [playing surface, locker rooms (postgame only), press box and media room].
- SID – For sports information directors of the participating teams (allows for access to media areas and locker rooms as needed).
- Television Network – If the game is going to be televised by ESPN, Turner Sports, etc., those entities should have their own credentials to allow them to specific places such as the truck compound.

It is up to the tournament director to determine which areas may be accessed with each credential type.

CREDENTIAL QUALIFICATION AND ACCEPTANCE

Final-Round Site - Approximately one month before the start of final site competition, the site media coordinator should send credential application information to media representatives who regularly cover intercollegiate athletics in their markets. The information should be directed to media to apply for credentials at **NCAA.com/media**, which includes credential application instructions, credential criteria and links to the NCAA media policies. The site media coordinator will approve or deny all credential requests in the online credentialing system (Sport Systems) Credential system training sessions will be conducted. The system will notify via email all media members who apply for credentials whether their request has been approved or denied. If a media member is granted a credential, the site media coordinator is responsible for sending that member of the media information regarding game times, press conference schedules, credential pickup times and location, parking and any other pertinent information.

Preliminary-Round Site – Preliminary-round/site media coordinators should send a credential request form to members of the local media to determine who will be covering the event.

** Working credentials will not be mailed. The media coordinator should issue credentials individually at an appropriate site at the venue or at the designated headquarters hotel. A government-issued photo ID is required to pick up credentials. Credentials are non-transferable and will only be issued to the person whose name appears on the credential. Credential pickup for others is not allowed.

CREDENTIAL BOARDS

The NCAA will provide credential boards to all final sites. These are to advise security personnel at the competition venue which credentials are allowed into specific areas of the venue. For credentials that are not allowed into a specific area, use a black marker to cross out the credentials not permitted.

FINAL RESULTS BOOKS AND STATISTICS

The final results book for team championships should include, at a minimum, final statistics, play-by-play summary and results as well as a cover sheet, event recap and postgame notes/quotes.

The host institution shall provide complete statistics of all NCAA championships competition.

FLIP CARDS

Flip cards should be provided to all media members for easy reference to participating team information, where applicable. The flip cards should include all players on the roster and a minimum of their uniform numbers along with the head coach and any assistants. The flip card should include team results as well as standard information regarding the game, such as date, location and opponent.

INTERNET POLICY

The NCAA website, **NCAA.com**, serves as the official online resource for NCAA championships. Please visit **NCAA.com/media** for updated NCAA championship internet policies.

The NCAA and its partners own the internet rights to all of its 90 championship events. Rights include live statistics, video and audio streaming, electronic commerce, and post-event footage use. The NCAA and its partners own all game action, practice footage, press conferences, one-on-one interviews or any other content on the NCAA website.

Internet Live Statistics

The NCAA reserves the right to deny permission to produce live statistics for NCAA championship play. In the event the NCAA takes on the responsibility of producing a live statistical representation from an NCAA championship event, no other entity will be permitted to do so. Live statistics are considered a protected right as part of a bundled rights agreement, referenced above. For clarification purposes, a live statistical representation includes play-by-play, score updates, shot charts, updated box scores, photos with captions, etc.

In the event the NCAA does not produce live statistics for a specific championship, the host institution is given priority to produce exclusive live statistics. The host institution will be given the same exclusivities the NCAA would reserve for its rights holder in such an instance.

Once it is determined that neither the NCAA nor the host institution plan to exercise their exclusive rights, the ability to produce live statistics will be granted – on a non-exclusive basis – to each participating school. A "participating school" is defined as a school playing in the same event at a specific site.

In each case, no commercial advertising is permitted within the live statistics window, unless permission is specifically granted by the NCAA. Any questions pertaining to live statistics should be sent to Nate Flannery, NCAA director of digital and social media (**nflannery@ncaa.org**).

MEDIA GUIDES AND POSTSEASON GUIDES

The NCAA or host media coordinator should notify each school that qualifies for the championship how many media guides and/or postseason guides should be sent to the championship site and/or if media guides and postseason information should be uploaded to the NCAA box library. If wanting to provide a printed version, the media coordinator

should provide an overnight address where the schools can send the information (their office or the facility) and a deadline as to when it should arrive. Consider security when selecting the location where these materials will be shipped.

MEDIA ACCOMMODATIONS

Hotel. If necessary, the media coordinator should arrange for a block of rooms to be set aside for media, preferably at the headquarters hotel. Media members should be given a contact/link at the hotel whom they can call or link to make reservations; this can be listed on the credential application form along with the room rate and deadline for making reservations.

Meals. Media meals are not required at all championships. Disbursements should be guided by the budget which was originally submitted by the tournament manager and approved by the NCAA national office.

Parking. Complimentary media parking should be provided at all championship host sites. The media coordinator should determine if it would be more effective to use parking passes or a parking list. If passes are used, the host institution must generate them. Media shuttle systems may also be used provided any costs are approved in advance by the specific sport committee and NCAA championships staff liaison.

Media Workroom. If possible, a media workroom should be designated at each site, where media members can file stories following the competition. The workroom should provide an adequate amount of media seating, electrical outlets, complimentary wireless internet access and a pool of high-speed internet lines, if possible. Each school's media guides and/or postseason guides, along with any materials the host institution distributes (statistics, game notes, quotes, etc.), should be located in this area.

NEWS FILM AND MINI-CAMS

Please visit **NCAA.com/media** for updated information related to television, video and ENG policies.

OFFICIATING QUESTIONS/POOL REPORTER

The host media coordinator shall appoint one member of the media to serve as the pool reporter at the competition site and must be approved in advance by the NCAA staff. When possible, the media coordinator should designate the reporter from the Associated Press or the local newspaper as the pool reporter. The pool reporter should be clearly designated on the media seating chart and should be listed on the starting lineup sheets (if applicable) distributed prior to competition.

When a game includes a potential fighting situation that results in a technical foul and/or ejection of a participant, a rules interpretation is requested or there is a clock or timing issue, the pool reporter shall accompany the NCAA staff representatives to the officials' locker room to receive an interpretation in order to enhance the media's understanding of the activities that occurred. Interpretations are not given if the situation in question is a judgment call. Prior to entering the officials' locker room, the pool reporter shall go to the interview room or media workroom to speak to other media members and compile a list of questions to ask the official involved.

The host media coordinator, who will prepare the statement, will distribute the information to the media after it is reviewed and approved by an NCAA staff representative. Any statement involving an official's interpretation can be read by the news conference moderator in the interview room while the statement is being distributed.

If the involved official does not elect to speak to the pool reporter, the referee will decide whether the referee or the standby official will provide the interpretation on behalf of the officiating crew. The interpretation shall apply exclusively to the specific situation and will only be used to provide an interpretation of a rule.

PERSONNEL

Each media coordinator is responsible for organizing workers to assist in the media operations of the championship. It is important to remind volunteers that they may see very little of the championship competition because of their responsibilities and the NCAA will not pay any expenses. All volunteers should be a minimum of 16 years or older. It is preferred that all media coordination volunteers have experience with media relations or championships.

The number of workers will depend upon the media demand for the games at the site. Communication with the participating SIDs and the media coordinator's knowledge of the area media will help with advance planning.

The following is a basic list of duties for volunteers (if applicable):

- Copy Machine Personnel – Photocopies materials (stats, notes, quotes, etc.).
- Credential Distribution – Pass out credentials to the media; check government-issued photo ID.
- External PA - Announcer for fans.
- Internal PA – Announcer for the media.
- Locker Room Attendant – Person to identify when the locker room is open and closed to the media.
- Mixed Zone Coordinator – Coordinates interviews in the mixed zone in events such as track and field and swimming and diving. Depending on the number of participants, this individual may need several assistants.
- Note Takers – Compiles worthy notes during and after the game or day.
- Photo Marshall - Makes sure photographers work in approved event coverage locations. Hands out photo armbands, if necessary.
- Press Conference Moderator - Introduces players and coach; directs questions from media.
- Quote Takers – Records postgame quotes from the press conferences/locker rooms. A minimum of one person should be designated to take quotes for each team. They should get quotes from the head coach and student-athletes.
- Results Disseminator – Transmits stats, notes, quotes, through appropriate delivery means (website, email, social media, etc.).
- Runner(s) – Distributes photocopied materials (stats, notes, quotes, etc.).
- Spotter - Helps the official scorer identify assists and any other assistance for official scorer.
- Stat Crew – Records the official stats. Note that when applicable, NCAA LiveStats software must be used at all NCAA championships.
- Team Escorts – Serve as escorts for the coaches and student-athletes to and from the postgame press conference.

NEWS CONFERENCES

The media coordinator, or a member of the coordinator's staff, will be asked to coordinate all press conferences, including any conducted before the start of championship play. For all formal press conferences the media coordinator should produce name (table) tents to place on the dais/riser to identify coaches and student-athletes.

ALL STUDENT-ATHLETES AND COACHES MUST BE MADE AVAILABLE FOR INTERVIEWS. With permission from the NCAA, exceptions may be made to the policy.

The open locker room policy applies to all formal press conferences and to any interview requests for coaches and/or student-athletes not involved in the press conferences. Failure to do so may result in a misconduct finding, as determined by the respective sport committee.

(Note: In the event that a student-athlete has been selected for drug testing, all media obligations must be fulfilled before going to the drug-testing center.)

1. **Individual Championships with no Post-Event News Conference.** Student-athletes are allowed a maximum 10-minute cooling-off period following an event before meeting with the media. If ready before 10 minutes, the student-athlete can participate in interviews sooner. However, student-athletes are not allowed to leave the competition area before conducting media interviews. Interviews will be conducted in the mixed zone or interview room. A student-athlete who is competing in more than one event on a given day may ask the media coordinator to delay the interview period until after the student-athlete's final event of the day. The only exception to this is if a record is set, and then the student-athlete should be made available to the media shortly after that event. If time prohibits this, the media coordinator should get a quote from the student-athlete and distribute it to the media.

2. **Individual Championships with a Formal News Conference.** Student-athletes are allowed a maximum of a 10-minute cooling-off period following an event before meeting with the media. If ready before 10 minutes, the

student-athlete can participate in interviews sooner. In individual championships, typically only the winner(s) needs to report to the press conference. If media requests warrant having the runner-up participate in the news conference, that person should answer questions before the champion.

3. **Team Championships with a Formal News Conference.** The losing team shall have a 10-minute cooling-off period before reporting to the interview room. The cooling-off period starts once the head coach and all of the student-athletes have reached the locker room area. The winning team will report to the interview room immediately following the completion of the losing team's press conference. (Note: For some championships, the governing sport committee has determined that the winning or visiting team should go first to the press conferences, before the losing team. Please refer to championship manual for the sport.)

It is mandatory for the head coach and at least one student-athlete to report to the press conference following the cooling-off period. However, media coordinators should request a minimum of two student-athletes. A coach can shorten the cooling-off period but cannot extend it.

As soon as one media member enters a locker room, it will be open to all media members. Locker rooms are open to the media for a minimum of 30 minutes, provided media are present the entire time.

The head coach must complete all NCAA championship media obligations before honoring any in-season radio or television contracts. Coaches or student-athletes may only conduct interviews with rights-holding television or radio networks (including ESPN or NCAA Radio Network, but not school radio stations) before the press conference following the conclusion of a game. These interviews are permitted during a period totaling no more than four minutes for all interviews, immediately after the game. The media coordinator or designee has the responsibility to terminate the four-minute interview period, NOT the network/station that has purchased rights. (Assistant coaches are not obligated to the entire media staffing the championship and may grant postgame radio interviews at any time after the conclusion of the game.)

Press Conference Moderator Duties

1. The press conference moderator should give pertinent game statistics (i.e., leading rushers, passers, tacklers, game records) to media while they wait for the first team to arrive. Statistics should be distributed to the media, coaches and student-athletes as soon as they arrive.
2. Media coordination representatives should obtain the names of the student-athletes who will be attending the press conference and give them to the host or NCAA media coordinator, who then will provide them to the moderator so that they can be announced in advance.
3. The moderator should open the press conference by asking the head coach for his/her opening statement.
4. After the coach's comments, the moderator should invite questions from media.
5. If necessary, the moderator should direct a question to student-athletes to get them involved, if the media do not do so.
6. Limit the losing team to 10 minutes and the winning team to 20 minutes.
7. The moderator should keep the flow of the press conference moving. If there is a gap of time between questions, limit questions to one more and then thank the head coach and student-athlete(s).

Press Conference Setup. Each host media coordinator should designate an interview room or area at the facility, and an individual to coordinate the activities in it. The interview area should have a public address system and an elevated head table.

Media coordinators should use an audio mixer (mix down unit) in the interview area to permit individuals using microphones to attach their equipment to it, eliminating the presence of audio equipment and/or operators in front of, or adjacent to, the speakers at the dais.

The following is a checklist of suggested minimum requirements for the interview room:

- Seating for a minimum number of media or VIPs (check with the previous host for an approximate number).
- Risers or an area with an unobstructed view for television cameras.

- Table for a minimum of 4-6 interviewees.
- Sufficient electrical outlets.
- Sufficient lighting for dais and workspaces.
- Mult box.
- Wireless microphones.

For selected NCAA championships, press conference backdrops, interview room table tents and microphone flags will be sent to the institution by the NCAA. Quotes from formal press conference shall be made available to the media immediately following each game.

PHOTOGRAPHER

Commercial use of any still photographs is prohibited unless permission is obtained from the NCAA. Specific areas will be designated for photographers, and these areas will be limited by priority and space. Please see Appendix G for further information regarding photography done at the championships.

PHOTOGRAPHY AREA POLICIES

The media coordinator shall be prepared to designate "photographer positions," should media requests warrant it. "Prime" positions should be given to NCAA Photos and/or Getty Photos, or otherwise rotated among members of the media. All special requests (i.e., placing a remote camera on the backboard) must be approved by NCAA staff or site representatives.

PROGRAMS

Championships will feature either a printed or digital game program, which the NCAA and LEARFIELD Publishing has the exclusive right to post/distribute at the competition venue during the championship. No competing publications, whether sold or free of charge, are permitted at NCAA events where printed programs are available. Any publications delivered to the venue are the property of LEARFIELD before, during and after the event.

LEARFIELD will be responsible for all program production, including editorial content, layout and design, advertising and printing. Championship media contact should provide LEARFIELD with text and photos for editorial pages about host institution/venue/city, if requested by LEARFIELD. Any pages promoting the host institution/venue/city will not be display advertisements; those interested in purchasing advertising space for sponsors, etc., should contact Clerrinda Queen (**clerrinda.queen@learfield.com**).

LEARFIELD encourages the host institution/venue to distribute supplemental handouts (i.e., updated statistics and notes), provided any such materials:

- Are only distributed with the purchase of a program.
- Do not include information available in the program.
- Do not include advertisements.

The host should not include expenses for such supplements in the championship budget and/or financial report. All supplemental content is subject to NCAA and LEARFIELD approval.

RADIO/INTERNET AUDIO COVERAGE

Radio broadcast rights and made-for Internet audio at any NCAA championship may take place only through advance written request and permission of the NCAA media services group. (Refer to **NCAA.com/media**.)

All stations broadcasting any round of an NCAA championship shall be required to fill out the NCAA Championship Radio/Internet Streaming form online. To access the form, log onto **NCAA.com/content/audio-policies-0**.

TEAM VIDEOGRAPHER

Institutions are permitted to videotape championship competition by their teams or their individual student-athletes for archival coaching or instructional purposes. Each institution is permitted to use one camera and may videotape only that portion of the competition in which it participates. The videotapes may not be used for any commercial purposes.

An institutional representative shall contact the event coordinator at the host site to arrange for camera space at that site. For the latest information and policies in regard to team content go to "Team Content Policy" link at **NCAA.com/media-center/broadcast-services**.

SCOUT VIDEO COORDINATOR

A scout video coordinator is permitted to film the game from an upper video position. A credential also may be issued to a team videographer. The scout video coordinator will receive a media credential and may only film the game of the team represented by the video coordinator. Representatives of participating institutions may record the network telecast of any game at the site, using a video distribution outlet in the video distribution area. The institution must provide its own recording equipment.

SEAT ASSIGNMENTS

Media coordinators should provide preferred seat locations for media agencies that regularly staff games played by the participating and host institutions. Media seating charts should be posted to the media work areas in advance.

SECURITY

Security personnel should be instructed to protect the working media areas and interview area, especially before and after each game, and to limit access in all restricted areas to individuals wearing credentials.

STATISTICS REPORTING TO THE NCAA

The host sports information director, media coordinator or designee is responsible for reporting official championship results to the Association's website, **NCAA.com**, with the NCAA providing delivery information. At the conclusion of each championship contest or session (preliminary rounds and finals), please forward information that specifies the division, sport, round, date and official results, and provide a brief game/event summary. On the final day, the email should include the all-tournament and Most Outstanding Player selections.

Institutions should send all information as follows:

- Email the information to **NCAA-Editorial@warnermedia.com**. Specify the division, sport, round and region in the subject area.
- Paste the text (official results, including date of competition, round, etc.) directly into the message box.
- Attach HTML box score, if available.

INTERNET

Complimentary wireless internet access must be available at all championship rounds for media use. The host institution may NOT assess an additional "hookup fee" to any media agency. Any wireless charges should be charged to the host or reflected in the proposed budget.

TELEVISION

If an NCAA championship is to be televised, the media coordinator will be notified by the NCAA championships liaison, media coordinator or member of the broadcast staff. This person will relay any needs specific to television, such as power, press row space, etc., to the host media coordinator. Information about NCAA broadcasts can be found online at **NCAA.com/media**.

LIVE STREAMING

For final sites of all non-televised championships, NCAA.com will provide live streaming of the contest. For all other non-televised rounds, the NCAA encourages all hosting institutions to provide a live stream of the event.

Apply for NCAA internet streaming rights online at **NCAA.com/rights-request**. Questions about Internet streaming can be directed to Nate Flannery (phone 317-917-6523; **nflannery@ncaa.org**).

NCAA CHAMPIONSHIPS MICROSITE GUIDELINES

NCAA Championship hosts and LOCs are welcome to build a city specific microsite to house local information regarding things-to-do, travel tips, restaurants, volunteer info, etc. The primary purpose of the microsite should welcome fans

enhance their experience in preparation for traveling to your city. The following information should assist you with the creation of a local microsite.

Please note: the URL for your microsite should not be promoted and will be linked directly through NCAA.com. It should be clean of all corporate marks. Additionally, the information provided on your localized site should not duplicate any information available on NCAA.com.

DINING, SHOPPING AND ATTRACTIONS

The following topics are permissible to house within your microsite:

- Local Fan Gathering and Entertainment Locations.
- Shopping and Dining.
- Special Attractions.

LOCAL NEWS

The microsite can contain story modules to promote local press releases or additional information pertaining to hosting the event. This should not include information about the competition.

VENUE AND TRANSPORTATION INFORMATION

City transportation and host venue details should be included within the microsite; the following are topic suggestions for this section:

- Venue Address.
- Venue Parking Map and Details, Google Map.
- Venue Security Information.
- Public Transportation Options.

VOLUNTEER INFORMATION

The microsite can contain additional details to recruit and register volunteers. A general overview, schedule and registration information are commonly found details within this section.

TRAVEL INFORMATION

Hotel, car rental and other travel accommodations should link to: **NCAA.com/Travel**.

SELECTIONS, PRELIMINARY ROUNDS AND BROADCAST SCHEDULE

All information regarding the details of selections, all preliminary rounds and broadcast schedules should be linked to NCAA.com with the use of the NCAA.com logo.

EMAIL SIGN UP

Fans who would like to receive more information can sign up to receive newsletters from the NCAA. The following link should be included for email sign up: **NCAA.com/newsletter-signup**

LOGO USAGE

For championship logos, please submit a request to access the NCAA Digital Library at **ncaa-logo.pd.dmh.veritone.com/user/login;requireLogin=true**.

COPYRIGHTS, LICENSING, TRADEMARKS AND CORPORATE MARKS

The following are guidelines for use of NCAA trademarks and the process for requesting licensing for photos:

Host cannot promote or click thru to any URL other than NCAA.com.

- Host corporate partner marks or any commercial advertising are prohibited from being displayed on the microsite.
- The NCAA primary logo must be displayed more prominently than any other logo and must precede or be placed above any other identification marks. If the microsite is built within an existing site's framework, exceptions will be made at the NCAA's discretion.
- Photos from previous years' championships can be accessed by submitting a request form here: **ncaaphotos.photoshelter.com/contact**.
- The microsite must adhere to fair and equitable treatment for ALL participating student-athletes and schools.
- Trademark script must be included on the homepage of the site. This text can be in a mouse print format at the bottom of the page as follows: *NCAA is a trademark of the National Collegiate Athletic Association.*

A complete list of NCAA trademarks and trademark protection can be found by **clicking here**.

SOCIAL MEDIA

All social media icons should like to the appropriate NCAA-hosted platforms for the championship. The official list of NCAA social media pages and hashtags may be found at **NCAA.com/Social**.

MOBILE VERSION

The NCAA championship information pages will be mobile friendly. In order for the microsite to convert to mobile devices, pages will need to be created for use on a mobile site.

LOCAL CONTRIBUTOR RECOGNITION

The LOC/host institution is able to recognize their local contributors under the following guidelines:

- In text form only.
- The NCAA's logos need to be removed from that specific page.
- The link to this page is not in main or sidebar navigation (bottom navigation only).
- This page is entitled "Local Contributors".
- Include text at the bottom of the page indicating the local contributors are not sponsors of the NCAA and all of the CC/Ps are listed within that text.

MICROSITE EXAMPLES

If you would like to review an approved championship microsite, please reference one of the following page.

- Oklahoma City Women's College World Series Microsite: **www.visitokc.com/wcws/**

PHOTOGRAPHY

NCAA Photos (also known as Clarkson-Creative/Clarkson) will be on site for the final day of competition, unless otherwise specified. Hosts institutions are not required to have a photographer when Clarkson is not on site. An additional photographer may be hired by NCAA staff to shoot additional days and ancillary events, if the staff so chooses. For those instances, it is necessary to have the hired photographer(s) complete the photography services agreement.

All photographers will agree to the NCAA Championship Photography Terms and Conditions upon requesting a credential. Photo sales on site are strictly prohibited.

Images for use by NCAA member institutions are available at a special rate and are bound by the following rights:

"For official NCAA member institution athletic department website and publications only. Other reproduction, distribution, and/or display print production is prohibited unless specified in writing."

For internal member institution use, please contact Clarkson-Creative at **info@ncaaphotos.com** with the name of the image(s) you would like to purchase, and an online transaction will be set up to download the image(s). All images should

be credited, where it appears, to: ©Photographer's Name/NCAAPhotos. For all other uses, please contact Andy Krause (**Andrew.Krause@gettyimages.com**).

Any other entity, with the exception of the NCAA membership, se eking a championship event photo must license it through Getty Images. To license an NCAA championship event photo, please visit **on.ncaa.com/NCAAonGetty**.

For additional questions regarding championship photography, please contact Nate Flannery (**nflannery@ncaa.org**; 317-917-6222).

NCAA SOCIAL MEDIA GUIDELINES FOR CHAMPIONSHIP HOSTS

The official NCAA social media pages and official hashtags can be found here: on.ncaa.com/SocialAccounts

Host Promotion of Championships

A lot of hosts already have an established presence in social media. Examples are school, LOC, Sports Corporation, venue or city pages/accounts. These pages/accounts are all acceptable places to promote hosting of an NCAA championship through the use of marketing messages and products supplied from the NCAA (links, web banners, fliers, etc.). The NCAA also promotes the championships (and the host involvement) on the appropriate NCAA social media pages/accounts. If the championship does not have an official NCAA account on a social media site, a host is still not permitted to create a page for it. The NCAA will make efforts to promote this championship on the other established methods, as necessary. Collaboration is encouraged through the use of cross-posting on Facebook (@ linking within text to drive fans to each other's pages) and mentions on Twitter (@ links to show coordination in posts). In addition to collaboration, idea-sharing is also encouraged and can be coordinated through the championships associate director of social media, **cdion@ncaa.org**.

A host should not create a social media account or page *(Facebook page, Twitter feed, Instagram, TikTok, Snapchat, etc.)* **solely devoted to promoting an NCAA championship.** These pages become outdated, distract fans from established pages and fracture the NCAA message.

Top considerations when planning for social media event marketing:

1. **Know your social media audience.** Utilize account analytics to learn about your fan demographics and monitor the engagement levels on your posts. Figure out what engages your fans.
2. **Encourage community.** Ask for feedback and opinion. This helps engage the user and may provide you with some good input. Also, reply to user questions with correct and helpful answers.
3. **Cross-post.** Cross-posting or mentioning others will help increase your visibility and spread credit throughout social media platforms.
4. **Use images.** Pictures are necessary to grab attention and interest. Users are more likely to engage versus text only.
5. **Be concise.** Get to the point within two sentences. Less than that, if possible.
6. **Lead your video.** You have mere seconds to garner a user's attention on social media. Make sure your videos have an immediate point of interest to keep users engaged.
7. **Like or Follow people to help you.** Networking with members of the media, partner organizations and constituents on Twitter and Facebook is just as beneficial as in real life. On Facebook, like their pages, cross-post to them when you mention them or make them one of your favorites. On Twitter, retweet, join in on hashtags (#NCAA) and mention feeds in your posts.
8. **Keep it light.** While it is important to stay on message and deliver the facts, this is social media, after all. Have fun with it.
9. **If you hesitate about posting something, you probably shouldn't.** There are no re-dos in social media. A "delete" doesn't mean you can delete someone seeing it.

Please send direct questions to Chris Dion, **cdion@ncaa.org**, or send ideas or news to the general box, **socialmedia@ncaa.org**.

Section 20 • Meetings/Schedule of Events

ADMINISTRATIVE MEETING

The committee will conduct a mandatory administrative meeting before the opening round of the tournament to review championship matters. It is mandatory that each institution's head coach attend the meeting and it is encouraged that each institution's athletics director or senior woman championships manager (or designated championships manager other than a member of the coaching staff) also attend the meeting.

KEY OFFICIALS MEETING

The women's bowling committee and tournament director will conduct a mandatory key officials meeting the night before championship competition begins to review championship matters.

SCHEDULE OF EVENTS

The committee will approve the schedule of events prior to the championship.

Section 21 • Neutrality

Host institutions/conferences should keep in mind that an NCAA event is not a home event. All event personnel and local officials must refrain from cheering for either team and from wearing institutional attire; they are considered "neutral" and must behave in such a manner. Traditional pre-match or between-match activities are not permissible (e.g., permitting mascots to lead "trains" through the stands). In addition, host institutional signage and pictures of host institution student-athletes on programs should not be used to create a "home" atmosphere.

Section 22 • Officials

OFFICIALS' MEETING

The committee chair and the NCAA championship manager will meet with the officials to review their responsibilities, administer the officials' fees and expense forms, and distribute the NCAA patches.

FEES AND EXPENSES

Officials fees, travel expense and per diem will be reimbursement by the NCAA. The regional tournament director, unless otherwise determined by the NCAA, is not responsible for paying officials fees.

Hotel. The officials should be housed in the same hotel as the women's bowling committee and may not be housed in the same hotel as the teams. *See Section 18 (Lodging) for additional information on hotel expenses.*

SELECTION

The women's bowling committee will appoint a head official and one assistant official for regionals and a head official and two assistant officials for finals. The host institution is responsible for confirming four scorekeepers to work the championship, subject to the approval of the committee.

Notification. The NCAA championship manager shall contact the officials to confirm their acceptance of the assignments. The host should contact the officials, once confirmed, to obtain arrival times and provide information regarding the officials' meeting and lodging arrangements.

TICKETS

The head official and two assistant officials are entitled to purchase a maximum of two championship tickets each (e.g., for family members or friends). The officials should communicate this information to the NCAA championship manager and the tournament director. The officials themselves should be provided a credential for admittance.

Section 23 • Participating Teams

ADMITTANCE TO FACILITY

Each participating team will be provided 13 credentials (including a maximum of 10 student-athletes in uniform) for admittance to the facility.

PARTICIPANT MANUAL

The participant manual should include all key, time-sensitive information (e.g., hotel contacts, ticket information, practice times). The NCAA championship manager will provide the tournament director a template for the participant manual. The tournament director should submit a draft of the participant manual to the championship manager by the designated deadline. The NCAA championship manager shall provide feedback regarding the draft manual within a week. Once approved by the NCAA, the manual should be posted on **NCAA.com** and sent to all institutions selected to the championship.

Section 24 • Practices

ALTERNATE PRACTICE SITE

If teams would like to schedule additional practice time, it is the responsibility of the host institution/conference to provide coaches with a list of additional off-site facilities.

OPEN PRACTICE

The championship site will be available for open practice as noted in the schedule of events (See **Appendix D**).

SQUAD SIZE

All teams are limited to 10 players in uniform. Remaining team members may wear team warm-ups, but must keep them on for the duration of match. Please make sure each team's designated settee area is clearly marked.

Section 25 • Programs

This championship will feature a digital game program that can be viewed online or downloaded at no charge. This program will be available online generally no later than two days prior to the first day of the event.

All digital programs available can be found at **NCAA.com/gameprograms**.

CONTENT/EDITORIAL

LEARFIELD Responsibilities

Responsible for all program production, including editorial content, layout and design, advertising, and printing.

Host Responsibilities

Media contact should provide LEARFIELD with text and photos for editorial pages about host institution/venue/city, if requested by LEARFIELD.

Any pages promoting the host institution/venue/city will not be display advertisements; those interested in purchasing advertising space for sponsors, etc., should contact Clerrinda Queen (**clerrinda.queen@learfield.com**).

PROMOTION

The NCAA will provide a PDF including a QR code that links to the digital program, a URL where the digital program can be accessed and imagery of the NCAA's Corporate Champions and Partners. This PDF, or digital handout, is also shared with participating schools for their promotional use.

If you would like this information ahead of time, please contact your NCAA administrator.

Best Practices

Below are a few best practices for promoting the championship digital program.

- Distribute the digital handout to fans.
- Create signage to direct fans to the digital program by using elements on the digital handout.
- Post the link on athletics and school-affiliated websites.
- Share the link on athletics and school-affiliated social media outlets.
- Share the link with student-athletes, faculty, alumni organizations and local media outlets, and any other group that may have interest.

SUPPLEMENTAL HANDOUTS

At championships sites where a digital program is available, LEARFIELD allows the host institution/venue to distribute supplemental handouts (i.e., updated statistics and notes) provided any such materials:

- Do not include any advertisements, local sponsor logos, etc.
- Include the QR code and URL to the digital program.
- Include the NCAA Corporate Champions and Partners imagery.

Printed supplements may be distributed free or sold, with all proceeds retained by the host. The host should not include expenses for such supplements in the championship budget and/or financial report.

All supplemental content is subject to NCAA and LEARFIELD approval.

Section 26 • Safety and Security

The NCAA has established a Safety and Security Advisory Group (SSAG) to develop Best Practices for all NCAA championships. The SSAG developed these Best Practices based on a review of current and future championships competition venues, discussions with safety and security experts, and their own experience and knowledge. All hosts and competition venues are strongly encouraged to refer to the **Best Practices for Venue Safety and Security** when developing a safety and security program.

The suggestions outlined in the Best Practices for Venue Safety and Security are based on practices that are employed by competition venues across the nation. The need and ability to implement them at each facility and event will vary. Properly trained and equipped personnel constitute the primary element of implementing a successful safety and security program.

Best Practices for championships competition venue safety are intended for guidance purposes only; they are not a requirement under NCAA or other regulations or legislation. In addition, because of the wide variety of designs and sizes of competition venues; and composition and profile of particular events, not all Best Practices will be reasonable or applicable.

The Best Practices should not be viewed as a complete or primary source of information for developing or implementing the safety program for the competition venue hosting an NCAA championship. Rather, facility managers and local public safety personnel should consider the current national threat level, nature of specific threats and the full range of resources available when responding to changes in the threat condition levels.

Please submit your final safety and security plan, which would be inclusive of the NCAA Championships Safety and Security Team Contact Information form. Items must be submitted once the opportunity to host has been awarded.

Unless otherwise expressly authorized by applicable law, no firearms or weapons are permitted on these premises for NCAA championships and events, excluding authorized law enforcement officers. Failure to abide may subject you to ejection as well as other applicable discipline or action. The foregoing shall not limit the applicable equipment used in and for fencing and rifle competitions in accordance with NCAA rules, at the venues for such competitions.

WEATHER

If the tournament director and/or site representative determine that weather conditions could alter the approved championship event schedule, they should promptly contact the NCAA championship administrator with a summary and details of the anticipated weather/environmental issue and proposed alternate schedule prior to making or announcing any formal changes.

Lightning and Weather Detection Service

The NCAA has made arrangements to provide a lightning detection and weather monitoring system to all rounds of competition for outdoor championships. This system will assist the event management staff and the NCAA site representatives in case of inclement weather during the championship. A tournament staff member should be dedicated to weather monitoring. This service is provided complimentary so that all sites will have the resources available to ensure the safety of our student-athletes, spectators and event management staff. Both the site representative and host tournament director should request to include their emails and/or phone numbers via text to the weather monitoring system so updates will be received. The site representative and tournament director should also ensure that the address identified in the monitoring system is the actual physical location of where the event is taking place. It is also recommended that the tournament director make contact with a local meteorologist to further facilitate weather and environmental monitoring.

Section 27 • Site Visit

The NCAA championship manager and the committee chair will conduct a site visit prior to the championship.

Facility Tours. The tournament director should make arrangements to tour any facilities that will be used during the championship, including the playing facilities, locker rooms, banquet facility, hotel(s), etc.

Hotel. The tournament director should reserve nonsmoking rooms for the NCAA championship manager and the committee chair at the team headquarters hotel, if possible, for one night only. The NCAA will pay for the necessary hotel rooms for the site visit.

Meetings. The tournament director should organize meetings for all pertinent people, including the marketing director, ticket manager, hotel coordinator, concessions coordinator, drug-testing site coordinator, etc.

Section 28 • Ticketing

TICKET POLICIES /OPERATIONS

1. **Ticket Design/Printing.** If championship tickets must be printed, the NCAA will manage the design and printing of the tickets, assigning specific duties to the LOC/host and competition venue as needed. The NCAA will forward artwork of the proposed ticket design to the LOC/host and competition venue for review and input. The NCAA logo shall be the only logo used on the front or back of the tickets unless specifically authorized by the NCAA. The name of the host institution/conference may be printed on the front of the ticket(s) and/or on the cover of the ticket booklet. The NCAA will coordinate the printing of the tickets unless the NCAA directs the LOC/host or competition venue to coordinate the printing. The LOC/host shall incur all expenses associated with ticket printing, unless directed otherwise by the NCAA.

2. **Ticket Pricing.** With input and a recommendation from the LOC/host, the NCAA shall establish all ticket prices, including tickets for suites and standing room only. One hundred percent (100%) of the revenues from ticket sales shall be included in the championships receipts to help offset the NCAA guarantee (if applicable), championship expenses, and further revenue sharing opportunities. Revenue from the sale of championship tickets and championship-related event tickets will be exempt from sales, amusement, entertainment taxes and other surcharge obligations to the extent possible. The NCAA is a 501c(3) tax exempt organization. If a tax exemption is not applicable, then all applicable taxes and rates shall be disclosed (disclose in the sport-specific facility questionnaire) and any increases in the tax rates from the time the bid was submitted shall be absorbed by the bid respondent or rebated back to the NCAA.

   Please note any minimum and maximum ticket prices as set forth by the committee or needed to meet financial guarantees.

   The NCAA does not allow complimentary tickets to its championships.

3. **Control of Ticket Sales.** The NCAA shall control all ticket sales for the championship, assigning specific duties to the LOC/host and competition venue as needed. The LOC/host and competition venue shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners (e.g., primary ticket sales system provider, official ticket and hospitality package provider, official ticket exchange). The NCAA shall not be responsible for securing an exemption to any exclusive contracts the LOC/host, competition venue or surrounding areas/facilities might have, nor will the NCAA be responsible for any buyout or other means necessary to secure such an exemption.

   Admittance to the competition venue on game days will be by ticket or NCAA-issued credential only. Every individual, regardless of age, must have a game ticket for admission, unless specified by the NCAA or venue policy. Unless specifically granted an exception, the NCAA requires that the competition venue utilize a ticket scanning system at all general public access points into the competition venue. The host venue system will be used for access control, box office walk-up sales and day of event issue resolution in the box office.

4. **Control of Venue Seating.** The NCAA shall control all seating assignments within the competition venue, including club seating, press boxes, hospitality clubs and restaurants.

   The NCAA shall be responsible for determining the allocation and the location of all ticket allotments.

   The LOC/host or competition venue may not re-sell allotted championship game tickets at any price, nor may enter into a sponsorship agreement or hospitality/travel package agreement with any ticket broker, tour packager or other secondary ticket marketer to provide championship tickets in return for other considerations unless specifically authorized by the NCAA.

5. **Suites.**

   a. The competition venue shall stipulate a quantity of private viewing suites available for the sole use of the NCAA or its designees at the time of the bid. All revenue from such suites will belong to the NCAA.

   b. The NCAA will provide tickets, as necessary to the LOC/host and/or competition venue for those suite holders displaced to fulfill the NCAA suite seat requirements.

c. Subject to NCAA approval, suites not made available to the NCAA or its designees shall remain under the control of the competition venue, but the face value ticket revenue for such suite seats will belong to the NCAA.

d. Suite holders will have the opportunity to purchase tickets for the suite to which they have purchased tenant rights. The venue's box office staff if assigned by the NCAA, shall solicit and confirm suite purchases by suite holders. At that time, suites not purchased by suite holders will be made available to the NCAA for additional use/sales opportunities in accordance with the agreed upon financial parameters.

6. LOC/Host Ticket Policies.

a. **Allocation. T**he NCAA shall allocate to the LOC/host a maximum of 10% of the saleable competition venue seats. These tickets shall be used to accommodate LOC/host guests, including but not limited to local contributors.

b. **Budget Relief.** At its sole option, the NCAA shall notify the LOC/host of certain budget relief that may be provided in exchange for a reduction in the LOC/host ticket allotment.

c. **Ticket Allocation Limitation.** No more than 20 tickets shall be made available from the LOC/host or competition venue to any one entity without NCAA approval.

d. **Assignment Information.** The LOC/host shall provide the NCAA with the names of those individuals assigned to each seat within the LOC/host's ticket allocation.

Subject to NCAA approval, the assignment of general public seats is the competition venue box office's responsibility, unless directed otherwise by the NCAA. The seat locations shall be designated by the NCAA. The competition venue must be in compliance with all applicable city, state or federal laws and regulations including those concerning access and seating for individuals with disabilities and their companions and assist with inquiries from ticket purchasers or holders in need of accessible seating or companion seating. Additionally, the box office shall assist with all lost, stolen or misdirected ticket issues. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to process and distribute lost, stolen or misdirected tickets.

7. Competition Venue Responsibilities.

a. **Seating Manifest.** The competition venue shall forward the NCAA a complete ticket manifest with a PDF or CAD drawing of the venue's configuration and cooperate fully with any NCAA ticketing partners.

b. **Broadcast Partner Site Survey.** The NCAA's broadcast partner, in conjunction with the NCAA and the competition venue, may conduct a site survey approximately nine months in advance of the championship to determine the host set location, camera locations and determine the need for "seat kills."

c. **Final Manifest.** Upon completion of the site survey and determination of "kill" seats, the competition venue shall provide the NCAA with a final seating manifest, reflecting all saleable seats, available suites and available hospitality/party suites.

d. **General Public Assignments.** Subject to NCAA approval, the assignment of general public seats is the competition venue box office's responsibility, unless directed otherwise by the NCAA. The seat locations shall be designated by the NCAA. The competition venue must comply with all applicable city, state or federal laws and regulations including those concerning access and seating for the disabled and assist with inquiries from ticket holders in need of disabled tickets. Additionally, the box office shall assist with all lost, stolen, or misdirected ticket issues. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to process and distribute lost, stolen, or misdirected tickets.

e. **Participating Institutions' Tickets.** The competition venue's box office shall send the paper or mobile tickets allocated to the participating institutions by a date designated by the NCAA, unless directed otherwise by the NCAA. An invoice, manifest, seating diagram, instructions and payment deadline information shall be sent with the participating institution's tickets. The competition venue shall be responsible for the labor necessary, as well as costs incurred, to ship paper tickets.

f. **Sales Reports.** The competition venue's box office shall be responsible for providing the NCAA with timely and accurate sales reports. Reports should be provided on a regular basis, as directed by the NCAA. The competition venue's box office shall cooperate fully with the NCAA's official ticketing vendors and/or ticketing partners in providing the reports.

g. **Final Ticket Database.** Each host conference, institution and/or venue must provide ticket purchaser information to the NCAA upon request, as well as, at the conclusion of the competition. Collecting purchaser information is essential for marketing efforts and post-event purchaser surveys which allow the NCAA to improve the championships experience. All relevant purchaser information must be submitted in an Excel or CSV file. The information should include, but not be limited to: Last Name, First Name, Address, City, State, Zip Code, Email, Phone Number and purchase information such as Total Seats Purchased and Total Purchase Price.

2023-24 STANDARD TICKET BACK DISCLAIMER LANGUAGE

The NCAA's standard ticket back language is posted online at **NCAA.com/ticket-terms**.

The ticket back language should be placed on the back of all ticket stubs, but if it cannot be done (e.g., no new ticket stock is produced), this language must at a minimum be posted at all ticket windows for patrons to see, be included as an insert with the ticket mailing, etc. Patrons must be put on notice regarding the restrictions.

Section 29 • Transportation

PARTICIPATING INSTITUTIONS

Teams eligible for air travel must arrange make arrangements through Short's Travel. Short's can be reached at 866-655-9215 or by email at **ncaaalo@shortstravel.com**.

Institutions that fly, and are eligible for NCAA paid transportation on-site, will be required to use Short's Travel (STM Driven) to book onsite ground transportation. Short's Travel (STM Driven) can be reached at 844-814-3939 or at **ncaachamps@stmdriven.com**.

The home side ground transportation will be arranged by the institution in accordance with NCAA safety standards. Institutions that are eligible to drive to the championship will book ground transportation independently in accordance with the NCAA safety standards and seek reimbursement through the NCAA Travel Expense System (TES).

Expense reimbursement for participation in championships will be filed through our online system. The TES can be found at **travel.ncaa.org**.

All NCAA Championship travel information can be found **here**.

PARKING

The host institution is responsible for securing complimentary parking at team hotels for team buses and any courtesy vehicles provided, if possible. The competition venue shall provide a designated complimentary parking area for team buses and courtesy cars at the competition venue.

Section 30 • Volunteers

GOAL AND RECRUITMENT

A volunteer program for the championship should be implemented to accomplish the following goals:

- Provide an enthusiastic and warm welcome to participants and guests.
- Answer questions and provide information to visitors.
- Contribute to the general excitement surrounding the championship.
- Assist the LOC with championship operations.

Championship volunteer programs should represent the student-athletes and communities we serve, embrace diversity and be inclusive of individuals from all backgrounds and identities. The NCAA and the LOC shall encourage recruitment and participation of volunteers from a talent pool of individuals that reflect diversity across all aspects, including race, age, sex, class, national origin, creed, educational background, religion, gender identify, disability, gender expression, geographical location, income, marital status, parental status, sexual orientation and work experiences. The LOC/host institution should keep the NCAA's commitment to diversity top of mind as they assign volunteers to the various roles and responsibilities throughout the championship.

Volunteers must be 18 years of age or older and must sign a volunteer release waiver. Individuals with driving responsibilities MUST be 25 years of age or older.

Student-athletes or prospect-aged individuals MAY NOT be recruited in any way different than general public volunteers. The Local Organizing Committee (LOC) cannot make a specific volunteer presentation to student-athletes of the host institution/conference. Student-athletes and prospect-aged individuals may apply to volunteer in the same manner as individuals from the general public. Student-athletes and prospect-aged individuals must be selected by the same criteria as the general public applicants.

The NCAA may request additional volunteers from the LOC as necessary.

WAIVERS

Each volunteer must sign a waiver of liability before the start of the championship (Appendix E). If there is a written agreement governing volunteer service, a release component must be added if one does not already exist. After the championship, all waivers shall be collected and kept on file, in case requested.

APPAREL

The NCAA will coordinate ordering and production of the apparel through the NCAA volunteer apparel program. BDA Sports and Event 1 have been selected as the official NCAA volunteer apparel providers for all 2023-24 championships. The NCAA will offer its Corporate Champions/Partners the opportunity to help offset the cost. The champion/partner would be permitted to place one logo on each apparel item, if a separate apparel item is provided for these volunteers.

The championship logo and the licensee's mark will be embroidered on the apparel. The licensee's logo may appear on the right chest or sleeve. The licensee's logo may be no larger than 2¼ inches square.

The LOC will distribute uniforms during the required volunteer training sessions to ensure each volunteer's commitment. When ordering uniforms, the LOC will ensure that apparel includes women's styles and sizes.

The games management staff, media coordination staff and host media operations staff should be included in overall volunteer numbers and should receive volunteer apparel.

Note: Hosts shall work in collaboration with the championship administrator on the selection, ordering and distribution of volunteer apparel.

Appendixes

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Appendix A • Championship Checklist

Once approved to host the championship, you are encouraged to use the following checklist in preparation for the championship.

Initial Contact with Participating Teams and NCAA Representative(s). There will be a teleconference with the competing teams, NCAA representatives and officials selected to your site prior to competition to discuss the following information and instructions. A copy of this information should be faxed or e-mailed to the participating teams, NCAA liaison, Women's Bowling Committee and officials.

- ☐ Determine arrival date/time.
- ☐ Provide information on hotel accommodations; for championships, confirm rooming needs. (See "Accommodations")
- ☐ Ask the coaches or sports information directors to express mail or facsimile publicity and statistical information.
- ☐ Inform them of the schedule for meetings (coaches meeting and/or officials and games committee meetings, where applicable), social activities and press conference, if applicable.
- ☐ Give your institution's phone numbers, and home numbers where applicable, for the following:
  - ☐ Athletics office;
  - ☐ Athletics director;
  - ☐ Tournament director;
  - ☐ Sports information director, and
  - ☐ Trainer.

Staff Assignments. Review staff assignments with key department of athletics personnel and make sure they have manual appendices pertaining to them.

- ☐ Discuss the following with the sports information director:
  - ☐ Program – Program provided by IMG College. SID will need to produce copies of up to date statistical information from competing teams.
  - ☐ Publicity (press releases, contact with media and press conference, if applicable);
  - ☐ Statistics (stats crew and official scorer);
  - ☐ Media arrangements (credentials, seating and interviews);
  - ☐ Reporting of scores to NCAA office, and
  - ☐ Preparation for all-tournament team selection.
- ☐ Discuss the following with the head trainer:
  - ☐ Training room arrangements and staff scheduling for practices and games;
  - ☐ Supplies (medical supplies and water), and
  - ☐ Arrangements for physician on call.
- ☐ Confirm promotions/marketing plan with appropriate personnel.

Credentials/Tickets.

- ☐ Provide credentials for entrance to the facility for the official traveling parties, media, NCAA personnel, officials and workers.
- ☐ Provide parking passes for participating teams and tournament officials.

Tournament Packet. The following information should be compiled and ready for participating coaches, officials and the NCAA representative when they arrive (see Appendix F for "Institutional Participation Guide":

- ☐ Schedule of events (Appendix D), which should include:
  - ☐ Game times.
  - ☐ Practice times.
  - ☐ Time for coaches'.
- ☐ List of host institution's phone numbers, and home numbers where applicable, for the following:
  - ☐ Athletics office.
  - ☐ Athletics director.
  - ☐ Tournament director.
  - ☐ Sports information director.
  - ☐ Trainer.
- ☐ Local map, directions to playing site and parking information.
- ☐ Diagram of bowling center, noting team seating area (when competing and watching), videotaping area, training room, paddock room, and post-game interview area.
- ☐ Championships award ceremony information.

Facility Preparation.

- ☐ Confirm the following personnel:
  - ☐ Hospitality workers – 2-4 recommended.
  - ☐ Ticket takers – 2-4 recommended.
  - ☐ Runners – 4-6 recommended.
  - ☐ Security – 1-2 recommended.
  - ☐ Maintenance staff – as needed.
  - ☐ Announcer.
  - ☐ Facility staff – Lane Engineer and electrician should be on hand at all times during competition.
  - ☐ Ushers – as needed.
  - ☐ Concession workers – 2-4 recommended.
  - ☐ NCAA merchandise sellers – 2-3 recommended.
- ☐ Perform maintenance on lanes.
- ☐ Determine seating areas for teams when not in play, statistics crew and media; designate videotaping area.
- ☐ Make sure adequate personnel (security, trainer) and supplies (water, ice and towels) are available for all practices.
- ☐ Examine appearance of facility and determine if additional maintenance is needed before competition; designate areas for NCAA signage and field markings and determine if additional signs are needed to "dress up" the facility.

Game Setup.

- ☐ Confirm the following game personnel and inform them of game times, uniform restrictions, time of officials meeting, hotel accommodations, local maps and directions.
  - ☐ Referees designated by NCAA.
  - ☐ Scorer.
  - ☐ Scoreboard operator.
  - ☐ Public-address announcer (review guidelines).
  - ☐ Five drug-testing couriers, if applicable.
- ☐ Arrange to have the head official attend the coaches meeting. This official must be notified of such a request at the initial telephone contact by the host institution and must be informed of the meeting time and place.
- ☐ Arrange for officials' meeting.
- ☐ Prepare the center to be ready at least 2 hours prior to practice time.
- ☐ Have equipment ready for opening ceremonies, including tape player and tape of Star Spangled Banner; if tape will not be used, confirm other arrangements (band, singer).
- ☐ Review banners with games committee representative(s).

Social Activities.

- ☐ Check arrangements for any planned social activities.
  - ☐ Hospitality room; and
- ☐ Any plans involving commercial sponsors must be approved by the staff liaison in championships at the NCAA office (317-917-6112).
- ☐ Confirm personnel for hospitality room ~~and banquet~~, if applicable.

Awards (championships only).

- ☐ Check awards for quantity, correct championship name and correct color.
- ☐ Prepare to showcase the team champion awards at the banquet and competition.
- ☐ Make arrangements for the awards presentation, identifying a host institutional dignitary to help present the awards.

  If possible, arrange for a photographer to take participating team and all-tournament team pictures after the awards ceremony.

Miscellaneous.

- ☐ Make sure your insurance company/institution has sent proof of insurance to Aaron King (**aking@ncaa.org**) at the NCAA national office.
- ☐ Confirm merchandising arrangements with Event 1.
- ☐ Ensure that championship is conducted within the guidelines of commercial involvement as stated in the general section of the women's bowling championship handbook.

Appendix B • Championship Personnel

- ☐ **Officials.** Five officials will be obtained by the host, with approval from the Bowling Committee. This will include four scorekeepers and a head equipment clerk that can be the facility's local pro shop personnel (must be IPSIA certified). The Committee will appoint the head official (1) and assistant officials (2).
- ☐ **Volunteers.** The following is a list of recommended personnel.
  - ☐ Hospitality workers – 2-4 recommended.
  - ☐ Ticket takers – 2-4 recommended.
  - ☐ Runners – 4-6 recommended.
  - ☐ Security – 1-2 recommended.
  - ☐ Maintenance staff – as needed.
  - ☐ Announcer (bowling knowledgeable).
  - ☐ Facility staff – as needed. Lane engineer and electrician need to be on hand at all times during competition.
  - ☐ Ushers – as needed.
  - ☐ Concession workers – 2-4 recommended.
  - ☐ NCAA merchandise sellers – 2-3 recommended.

Appendix C • Public Announcer's Statements

NCAA NATIONAL ANTHEM FORMAT

(TO BE READ BY THE PA ANNOUNCER PRIOR TO THE BEGINNING OF EACH DAY'S COMPETITION.)

"On behalf of the NCAA, welcome to the 2024 National Collegiate Women's Bowling Championship. In the spirit of sportsmanship, we ask that all fans act responsibly and courteously to those around you. Abusive language or disorderly conduct is unacceptable and unwelcome at all NCAA championships. Let's afford the student-athletes and your fellow fans the respect they deserve. Your cooperation is appreciated. Thank you."

"To honor America and those who support our freedom at home and abroad, please stand and remove your hats for the singing of our national anthem."

CROWD CONTROL STATEMENT

"The NCAA promotes good sportsmanship by student-athletes, coaches and spectators. We request your cooperation by supporting the participants and officials in a positive manner. [Profanity, racial or sexist comments or other intimidating actions directed at officials, student-athletes, coaches or team representatives will not be tolerated and are grounds for removal from the site of competition. **(Note: Use bracketed statement when necessary or when further emphasis is needed.)** The NCAA thanks you for your cooperation."

Appendix D • Schedule of Events

NATIONAL COLLEGIATE BOWLING CHAMPIONSHIP

SCHEDULE OF EVENTS 2024 NATIONAL COLLEGIATE WOMEN'S BOWLING CHAMPIONSHIP THUNDERBOWL LANES, ALLEN PARK, MI APRIL 12-13	
MONDAY	
NOON	VIRTUAL COACHES MEETING
WEDNESDAY	
PRIOR TO 6 P.M.	TEAMS ARRIVE IN DETROIT
PRIOR TO 6 P.M.	COMMITTEE/NCAA STAFF ARRIVE IN DETROIT
THURSDAY	
10 A.M. - NOON	PRACTICE AND EQUIPMENT CHECK
5 P.M.	STUDENT ATHLETE BANQUET AT HENRY FORD MUSEUM
FRIDAY	
8:25 - 8:35 A.M.	ANNOUNCEMENTS/ANTHEM
8:35 - 9 A.M.	OPEN PRACTICE (12 MIN) / 3 MINUTE MOVE TO STARTING LANES (10 MIN)
9 A.M.	CHAMPIONSHIP ROUND #1 (MATCHES 1-2)
2:35 - 3 P.M.	OPEN PRACTICE (12 MIN) / 3 MINUTE MOVE TO STARTING LANES (10 MIN)
3 P.M.	CHAMPIONSHIP ROUND #2 (MATCHES 3-4)
SATURDAY	
8:25 - 8:35 A.M.	ANNOUNCEMENTS/ANTHEM
8:35 - 9 A.M.	OPEN PRACTICE (12 MIN) / 3 MINUTE MOVE TO STARTING LANES (10 MIN)
TBD - EITHER 9 A.M. OR 10 A.M.	CHAMPIONSHIP ROUND #3 (MATCH 5)
9 P.M.	CHAMPIONSHIP ROUND #4 (CHAMPIONSHIP FINAL)
A BREAK IS PROVIDED BETWEEN ROUNDS FOR CLEANING/SANITZING, LANE CONDITIONING AND FOR TEAM LUNCHES	

Appendix E • Volunteer Waiver

VOLUNTEER WAIVER OF LIABILITY

Event: _____ (the "Event")

Participant's Name (Please print): _____ (the "Participant")

Participant's Age: _____

In consideration for permitting Participant to participate as a volunteer in the Event as directed by the relevant staff, the undersigned, for themselves, and for their respective heirs, personal representatives and assigns, agree as follows:

Assumption of Risk: **The undersigned hereby acknowledge and agree that they understand the nature of the Event; that Participant is qualified, in good health, and in proper physical condition to participate therein; that there are certain inherent risks and dangers associated with the Event; and that, except as expressly set forth herein, they, knowingly and voluntarily, accept, and assume responsibility for, each of these risks and dangers, and all other risks and dangers that could arise out of, or occur during, Participant's participation in the Event.**

Release and Waiver: **The undersigned hereby RELEASE, WAIVE, DISCHARGE AND COVENANT NOT TO SUE the National Collegiate Athletic Association and its member institutions, _____ _____ _____ *or* any subdivision thereof, and each of them, their officers and employees, (collectively, the "Releasees"), from and for any liability resulting from any personal injury, accident or illness (including death), and/or property loss, however caused, arising from, or in any way related to, Participant's participation in the Event, except for those caused by the willful misconduct, gross negligence or intentional torts of the above parties, as applicable.**

Indemnification and Hold Harmless: The undersigned also hereby agree to INDEMNIFY, DEFEND AND HOLD the Releasees HARMLESS from any and all claims, actions, suits, procedures, costs, expenses, damages and liabilities including, but not limited to, attorney's fees, arising from, or in any way related to, Participant's participation in the Event, except for those arising out of the willful misconduct, gross negligence or intentional torts of the above parties, as applicable.

Permission to Use Likeness/Name: The undersigned further agree to allow, without compensation, Participant's likeness and/or name to appear, and to otherwise be used, in material, regardless of media form, promoting the National Collegiate Athletic Association, and/or its championships, events and activities, including those of its representatives and licensees.

Severability: The undersigned expressly agree that the foregoing assumption of risk, release and waiver of liability and indemnity agreement is intended to be as broad and inclusive as is permitted by the law of the State of _____ and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Acknowledgment of Understanding: The undersigned have read this assumption of risk, release and waiver of liability and indemnity agreement, and have had the opportunity to ask questions about the same. The undersigned fully understand this assumption of risk, release and waiver of liability and indemnity agreement, that the undersigned are giving up substantial rights in connection therewith, and that its terms are contractual, and not a mere recital. The undersigned acknowledge that they are signing this agreement freely and voluntarily.

_____

Signature of Participant Date

_____

Signature of Parent/Guardian of Minor Date
(if Participant is under the age of 18)

_____

Signature of Parent/Guardian of Minor Date
(if Participant is under the age of 18)